

# Business English

kieszonkowy  
**poradnik**  
biznesowo-  
językowy

język angielski biznesowy



## MARKETING

# Business English

kieszonkowy **poradnik**  
biznesowo-językowy



Kieszonkowy poradnik biznesowo-językowy

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ZDJĘCIE NA OKŁADCE: IGOR BERNARDES GRILLO

# Marketing

Welcome to BEM's mini-dictionary. This time we focus on marketing language and pay special attention to phrases that are difficult to translate into Polish. The vocabulary presented below is just a drop in a sea of business English, but its main goal is to help marketing students and marketing beginners to get acquainted with the language used in this area. The terms are presented in a dictionary-style list of words with their English descriptions, as well as Polish translations, for a better understanding.

# A

**advertising allowance** – a payment or a price reduction given to a customer as compensation for advertising or promoting products – **rabat reklamowy**

**advertising-to-marketing ratio** – a measure used to determine whether the amount spent on advertising in a given period was excessive – **stosunek wydatków na reklamę do wszystkich wydatków na działania marketingowe**

**affiliate company** – a company which is related to another company in some way, but not controlled by it – **firma partnerska/oddział**

**after-sales service** – customer support provided by a seller to its customers after they have bought a product – **serwis posprzedażny**

**ask/offer/asking price** – the price a seller of a good is willing to accept at the start of negotiation – **cena wywoławcza**

# B

**back-end (product)** – an additional product or service provided as a supplement for the primary product – **(produkt) dodatkowy**

**(customer) behaviour pattern** – the way in which customers typically behave – **wzorec zachowania (klienta)**