

Basic Marketing Terms for School Nutrition

Key Terms	Definition
Marketing	The action or business of promoting and selling products or services, including market research and advertising
Target Audience	The intended group for which something is performed or marketed; the group to which advertising is directed – students, faculty, etc.
Target Group/Segment	The specific group within a target audience to which you can specialize a message for greater impact. For example, messages and tactics used to reach elementary students is usually different than those used to reach high school students.
Marketing Objective	Specific, measurable, realistic, and obtainable goals used to judge the success of your marketing plan. For example, increase participation in your middle school by 10% or a defined number of participants.
Barriers to Participation	Anything or anyone that stops your target audience from participating in your meal program. This could be peer groups, poor service line presentation, negative social media posts, etc.