Buzzwords: Jargon That Will Keep You Going Throughout the Year

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Recommended Citation
Romney, Sarah () "Buzzwords: Jargon That Will Keep You Going Throughout the Year," Marriott Student Review. Vol. 4 : Iss. 1 , Article 6.
Available at: https://scholarsarchive.byu.edu/marriottstudentreview/vol4/iss1/6

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BUZZWORDS

Jargon that will keep you going through the year

By Sarah Romney

1. **Advertainment**
   **Definition:** A marketing strategy that combines advertising and entertainment. It is usually unclear to the audience whether the content is media entertainment or product promotion.

2. **Go Live**
   **Definition:** To release a product or service to the public. This term previously referred only to technology or websites when they were made available, but now can be applied to any product.

3. **Pivot**
   **Definition:** To try something different when a current business model or strategy fails. It includes making a change or applying a new strategy in order to more successfully meet the needs of the market.

4. **Customer Journey**
   **Definition:** An exhaustive list of the experiences a customer will have when interacting with a company. Mapping out the customer journey enables a company to better understand its customers and improve the customer experience.

5. **Mashup**
   **Definition:** The combination of multiple resources through the same web platform. This often refers to business applications that integrate in unexpected and useful ways.

**Notes**
