

Name: _____

Date: _____

3.03 Promotional Mix

E L M F D G N I L L E S L A N O S R E P R I B F
U H S I T V N L W E Q K F C X Q E T T B O P X B
S M E E P N C M Z P R K J V X U G R I E J O Y X
Q I S C Q U E W C Y B V D C D K W L I K Z R X I
S P W A U O B M S E T W Q E R G H K T X V V V C
A C R C D Z I L E S R I L A C N T G W S T Y X X
L M O E A V U T I C S D C N K Z C Q A Q U T Z V
E V M R I Z E Y G C A D J I K Y H W O U I U W S
S E R V E Q G R Q J R L M L L K C N F D I I K J
P Q U X F H J A T U L E P G P B D Z U P B Q A R
R H G Y O G N B B I S O L T E H U Y P B J R K F
O X D C O L W U C B S X X A C E X P W G G C E R
M J P D N I B W H S Y I L J T U F T T W R N L N
O X Q Q D Q K Y V J N U N T K I D Y A G G I T O
T P J F C G Y V Y K B C T G I E O O R L A W L E
I I O Q W P V C M D L Z M F V W P N R B Q W M N
O L B U K P Z H H W O S G I Z V U M S P H U Z H
N X D U Z O A A I D E M L A I C O S B S S I E S
P Y D G I D I Z O T V R B Q F F D U I T T F F R
D Z J T D V M P Z V U P D Z Q D E S A B B E W P
U U F X Y G X X I M L A N O I T O M O R P B L Y
O C P B P W U M R D I R E C T M A R K E T I N G
R W Y U R N D F F X O U C S D S B J J J J P T D
I I E Z H P R O M O T I O N A L E L E M E N T S

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity

IMC