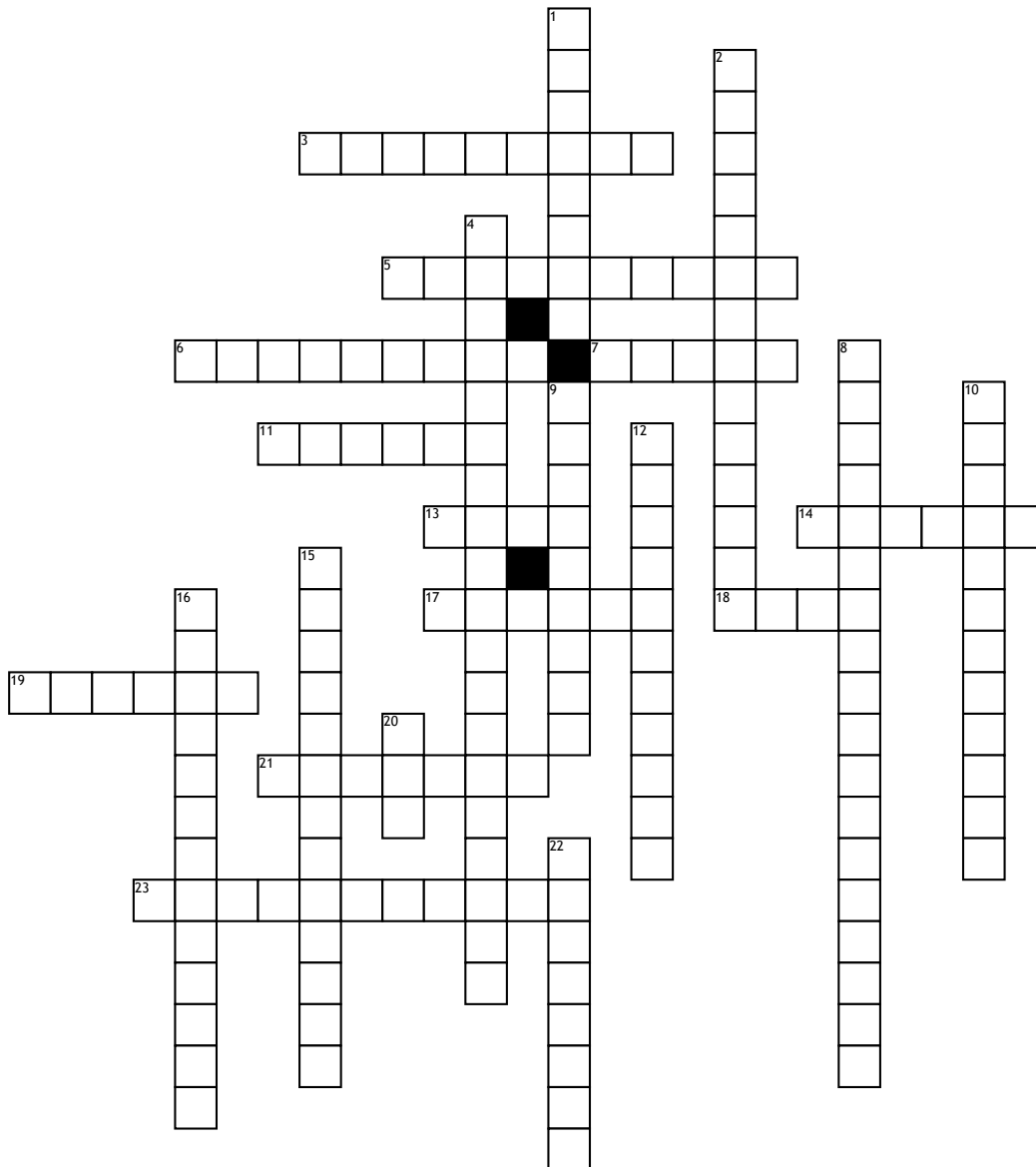


Idea Generation



Across

3. What term describes informing products to consumers and potential customers to buy the product?
 5. What term is used to define the redo of a product's position to respond to marketplace changes?
 6. When looking for money to put into product or service, who will you ask?
 7. What type of SBU is a product you want AND is in demand?
 11. What must be kept in mind when action plan involves costs?
 13. What layer of a product entails the benefits and fulfills need?
 14. What marketing strategy tailors specific products and the messages to individual customers?
 17. How do you market the product to people?

18. In what analysis do you develop strategies maximizing strengths and opportunities?

19. What layer of a product enlists the physical product, design, and brands?
 21. What term describes moral principles?
 23. When comparing products, such as Burger King Whopper and the McDonald's Big Mac what is this called?

Down

1. What plan includes decisions that guide the organization?
 2. What segment would you use to find psychological, sociological, and anthropological factors?
 4. What type of planning develops action plans to implement the marketing plan?
 8. In what strategy do you create growth by selling new products or services?

9. When referring to SWOT analysis, what criteria allows a product/service to have advantages over competitors?
 10. What word is used when talking about population, age, gender, income, etc.?
 12. What is this called when developing a marketing strategy that influences a particular market segment in which perceives better than the competition?
 15. What term is used when messages are intended to inform or influence the public?
 16. What are you doing when you are coming up with an idea?
 20. What term is used when identifying how marketing is done by using product, place, price, and promotion?
 22. What term describes finding out the best ways to understand and empathize with customers in market?