

Name: _____

Date: _____

Introduction- Marketing

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

Price Penetration
Early Adopters
Segmentation
Positioning
Innovation
Targeting
Product
Buyer

Seasonal Discount
Price Skimming
Advertising
Transaction
Consumers
Exchange
Selling
Value

Direct marketing
Psychographic
Behavioural
Wholesalers
Promotion
Laggards
Market

Direct channel
Satisfaction
Gatekeepers
Influencer
Retailers
Politic
Public