

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Introduction to Marketing

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

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|--------------|--------------|--------------|-------------|-------------|
| DEMOGRAPHICS | DISTRIBUTION | SEGMENTATION | POSITIONING | DEVELOPMENT |
| PENETRATION  | ADVERTISING  | GOVERNMENT   | WHOLESALE   | IRREGULAR   |
| DECLINING    | BILLBOARD    | MARKETING    | BUSINESS    | NEGATIVE    |
| SERVICES     | PRESTCOM     | RETAILER     | CONSUMER    | SELLERS     |
| REVENUE      | DEMANDS      | FREIGHT      | DECLINE     | GLOBAL      |
| BUYERS       | STATES       | EVENTS       | SUPPLY      | ANSOFF      |
| GOODS        | WANTS        | NEEDS        | AGENT       | PEST        |
| SWOT         |              |              |             |             |