

Name: _____

Date: _____

Introduction to Marketing

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

SMART objectives
Psychographic
Constraints
Limitations
Customers
Product
Price

Ansoff Matrix
Target Market
Consumerism
Geographic
Promotion
PESTLE
SWOT

Marketing Mix
Segmentation
Demographic
Consumers
Branding
Place