

Name: _____

Date: _____

M15L3 Student Activity

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

demographic segmentation
environment scanning
sole proprietorship
promotional mix
computer law
strategies
franchise
market
goals

behavioral segmentation
economic development
marketing segment
marketing mix
contract law
consumers
tax law
price

geographic segmentation
business environment
business threat
target market
corporation
customers
tactics
place