

Name: _____

Marketing

- Unique selling point
- Secondary research
- External factors
- Internal factors
- Primary research
- Market segments
- Public relation
- socio-economic
- Advertising



Promotion

Generic

STEEPLE

Brands

Niche

Price

Mass

SWOT

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