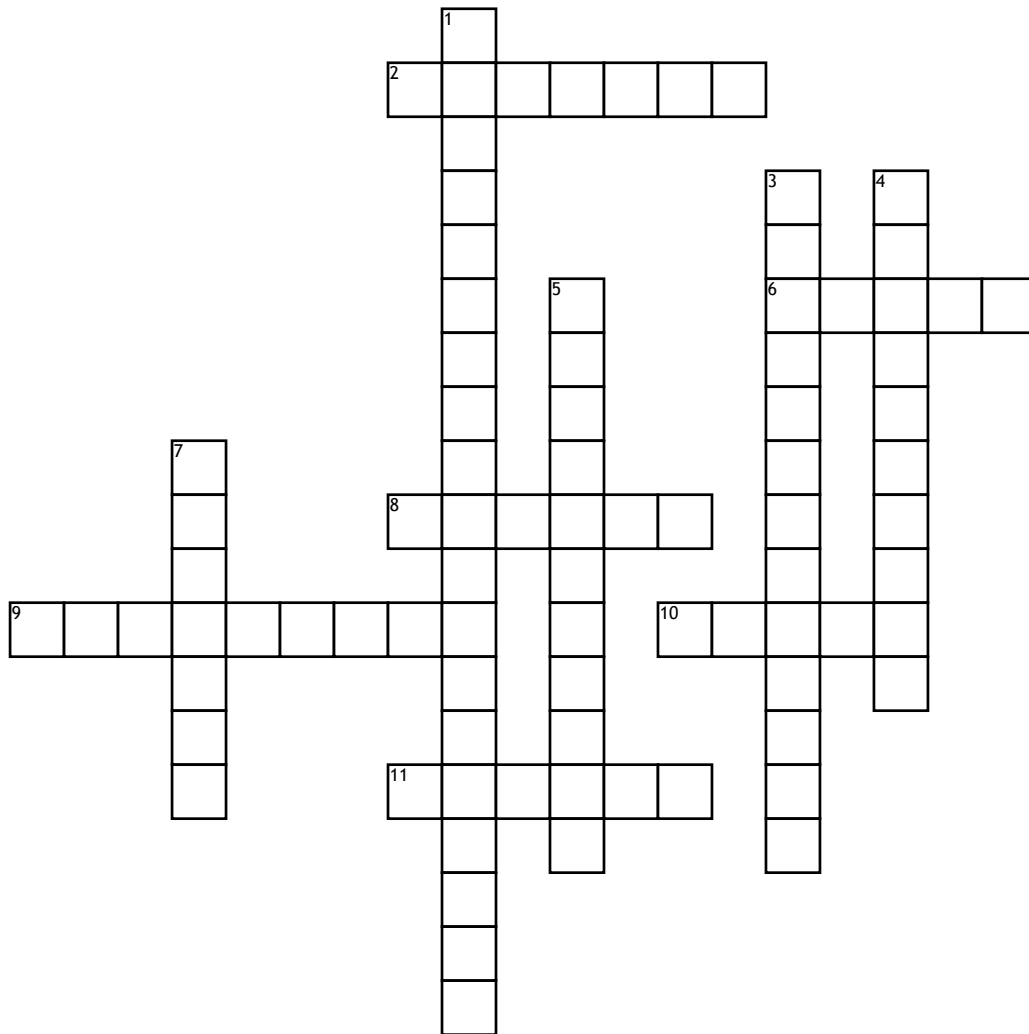


Marketing



Across

- 2. What is the fourth 4P?
- 6. Name the second 4P.
- 8. Name the highest level in Maslow's Hierarchy.
- 9. What is the S in SWOT?
- 10. Name the first 4P.
- 11. Who created the Hierarchy that is used in Marketing?

Down

- 1. Name the third 4P.
- 3. What is the O in SWOT?
- 4. What is the W in SWOT?
- 5. What format do we use to promote products?
- 7. What is the T in SWOT?

Word Bank

- | | | |
|----------------------|---------------|------------|
| Place | Strengths | Product |
| Maslow | Commercials | Weaknesses |
| Safety | Opportunities | Price |
| Promotional Strategy | Threats | |