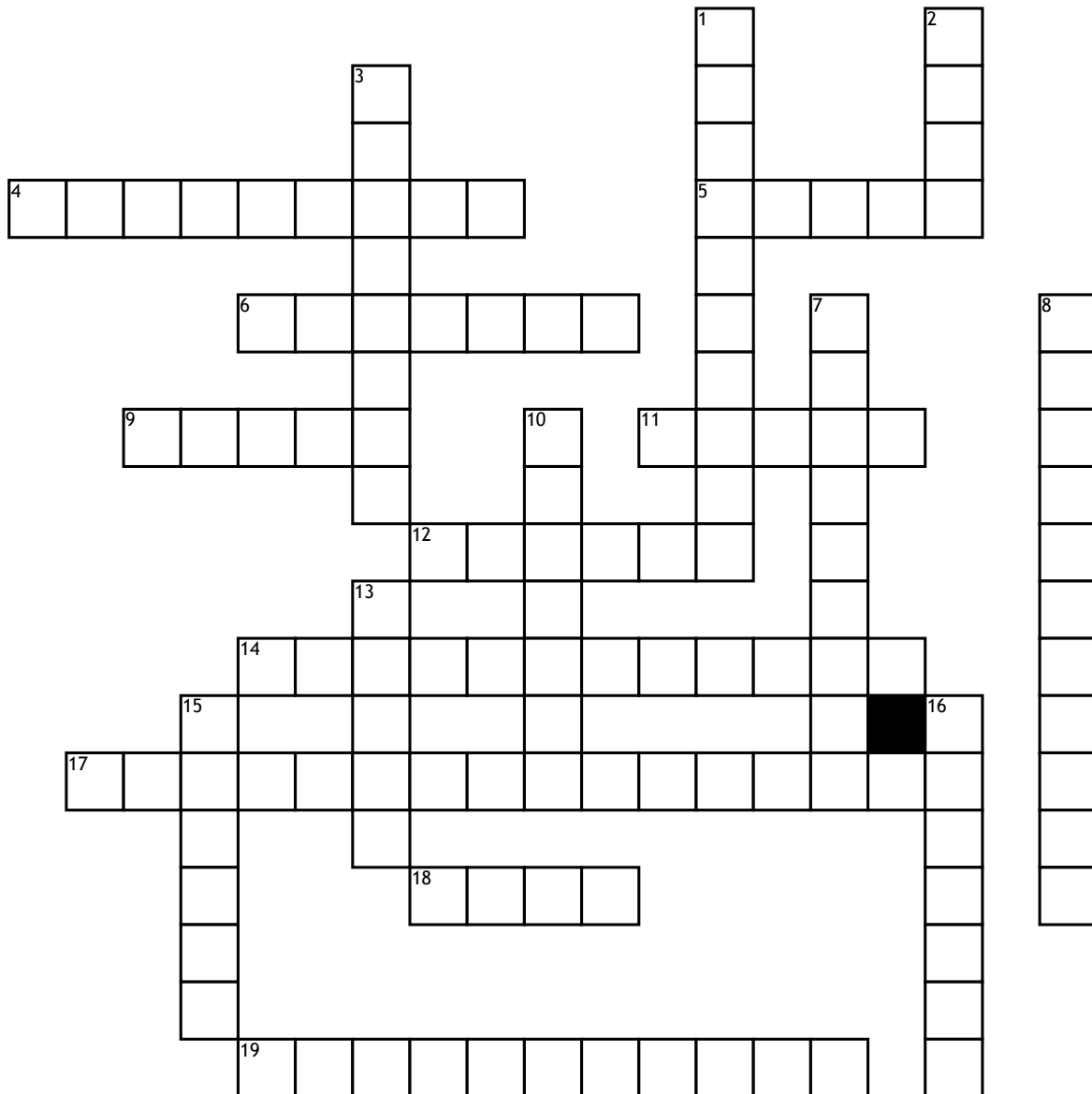


Name: _____

Date: _____

Marketing



Across

- 4. Name one type of pricing strategy
- 5. Advertising is an example of ***** the line promotion
- 6. What is the first P in the marketing mix?
- 9. Whose logo has a bite taken out of it
- 11. Promotion that is not advertising is called ***** the line promotion
- 12. Name another type of pricing strategy?

- 14. What does the R in CRM stand for?
 - 17. In the 7Ps, what is the final P?
 - 18. How many Ps are there in the Marketing Mix?
 - 19. What is the third pricing strategy?
- ### Down
- 1. What does the M stand for in CRM?
 - 2. How many steps are there in a simple model of a marketing process to create and capture customer value?

- 3. What does the C in CRM stand for?
- 7. What is the fourth P?
- 8. What is the first stage of the Product Life Cycle?
- 10. A business may not offer a product but it offers something else, what is it?
- 13. What is the third P in the marketing mix
- 15. The mistake of paying more attention to products rather than benefits produced by these products is called?
- 16. What is the final stage of the product life cycle?