

Name: _____

Date: _____

Marketing

target segmentation

value creation

marketing mix

swot analysis

opportunities

identifiable

positioning

targeting

promotion

consumers

strengths

benefits

strategy

product

threats

costs

place

price

value

role



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