

Name: _____

Date: _____

Marketing Basics

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

customer satisfaction
market planning
promotion
dynamic
service
price

purchase incentive
marketing mix
customer
product
profit
good

public relations
target market
channel
selling
place
idea