

Name: _____

Date: _____

Marketing Mix

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

Product Lifecycle

Boston Matrix

Marketing Mix

Distribution

Penetration

Promotion

Skimming

Product

Leader

Place