

Name: _____

Date: _____

Marketing Terms

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

New Product Development
Demographics
Competition
Trademark
Royalty
Piracy
Price
Wants

Marketing Mix
Sponsorship
Licensing
Promotion
Bundle
Vendor
Brand
Risk

Target Market
Endorsement
Copyright
Marketing
Patent
Profit
Needs