

Name: _____ Date: _____ Period: _____

Promotional Mix

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

Marketing Communications

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity