

Name: _____

Date: _____

Promotional Mix Word Search

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

Weaknesses of Advertising
Promotional elements
Direct marketing
Personal Selling
Sales Promotion
Web-based

Strengths of Advertising
Special incentives
Direct Marketing
Public Relations
Advertising

Manufacturer rebates
Product placement
Loyalty programs
Promotional Mix
Publicity