

Name: _____

Date: _____

Period: _____

Promotional Mix

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

Weaknesses of Advertising

Apple Promotion mix

Personal Selling

Promotional Mix

Web based

Strengths of Advertising

Product Placement

Public Relations

Social Media

Publicity

Promotional elements

Direct Marketing

Sales Promotion

Advertising