

Name: _____

Date: _____

Promotional mix vocabulary

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

promotional elements

product placement

direct marketing

personal selling

public relations

promotional mix

sales promotion

social media

advertising

publicity

web-based

imc