

Name: _____

Date: _____

The Promotional Mix

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

Integrated Marketing

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity