

Name: _____

Date: _____

The Promotional Mix

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

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Promotional Mix

Sales Promotion

social media

Advertising

Publicity

web-based

IMC