

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

# The Promotional Mix

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

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Promotional Mix

Sales Promotion

Advertising

Publicity

web-based

IMC