

Name: _____

The Promotional Mix

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

Integrated Communications

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity