

Name: _____

Date: _____

The Promotional Mix

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

tool of PR professionals
product placement
Public Relations
social media
Publicity

Promotional elements
Direct marketing
Sales Promotion
Advertising
IMC

positive publicity
Personal Selling
Promotional Mix
web-based