

Name: _____

Date: _____

The Promotional Mix

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

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity

IMC