

Name: _____

Date: _____

The promotional Mix Vocab

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

Apple - promotion mix

Promotional elements

product placement

Direct marketing

Personal Selling

Public Relations

Promotional Mix

Sales Promotion

social media

Advertising

Publicity

web-based