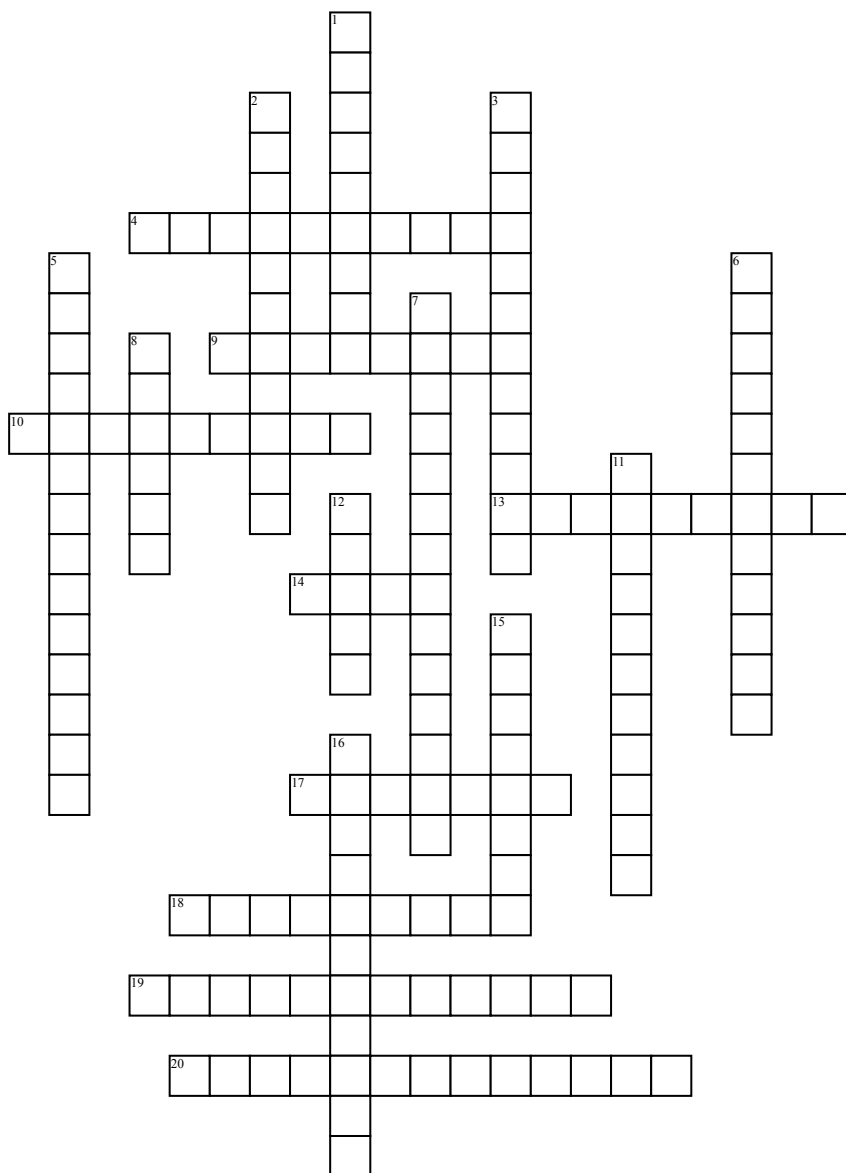


Name: _____ Date: _____ Period: _____

marketing vocabulary



Across

4. the contestant you hope to defeat
9. keep in a certain state, position, or activity
10. a message issued in behalf of some product or cause or idea
13. the goal intended to be attained
14. the general activity of selling
17. the evaluation of something in terms of its price
18. make publicity for; try to sell
19. of or relating to or suitable as an occupation

20. the quality of affording gain or benefit or profit

Down

1. the act of raising in rank or position
2. setting in order in advance some act or purpose
3. regulation of diverse elements into a harmonious operation
5. responsibility to someone or for some activity
6. a person who communicates with others

7. research that gathers and analyzes information about the moving of good or services from producer to consumer
8. a plan of action adopted by an individual or social group
11. a statistic characterizing human populations
12. a name given to a product or service
15. arrange by systematic planning and united effort
16. favoring or promoting modern or innovative ideas