

BUSINESS KEY TERMS WORK

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

THE PROMOTIONAL MIX

SWOT ANALYSIS

MARKETING

PRODUCT

AIMS

THE MARKETING MIX

ADVERTISING

BRANDING

LOGOS

MARKET RESEARCH

TOP BRANDS

BUSINESS

PRICE