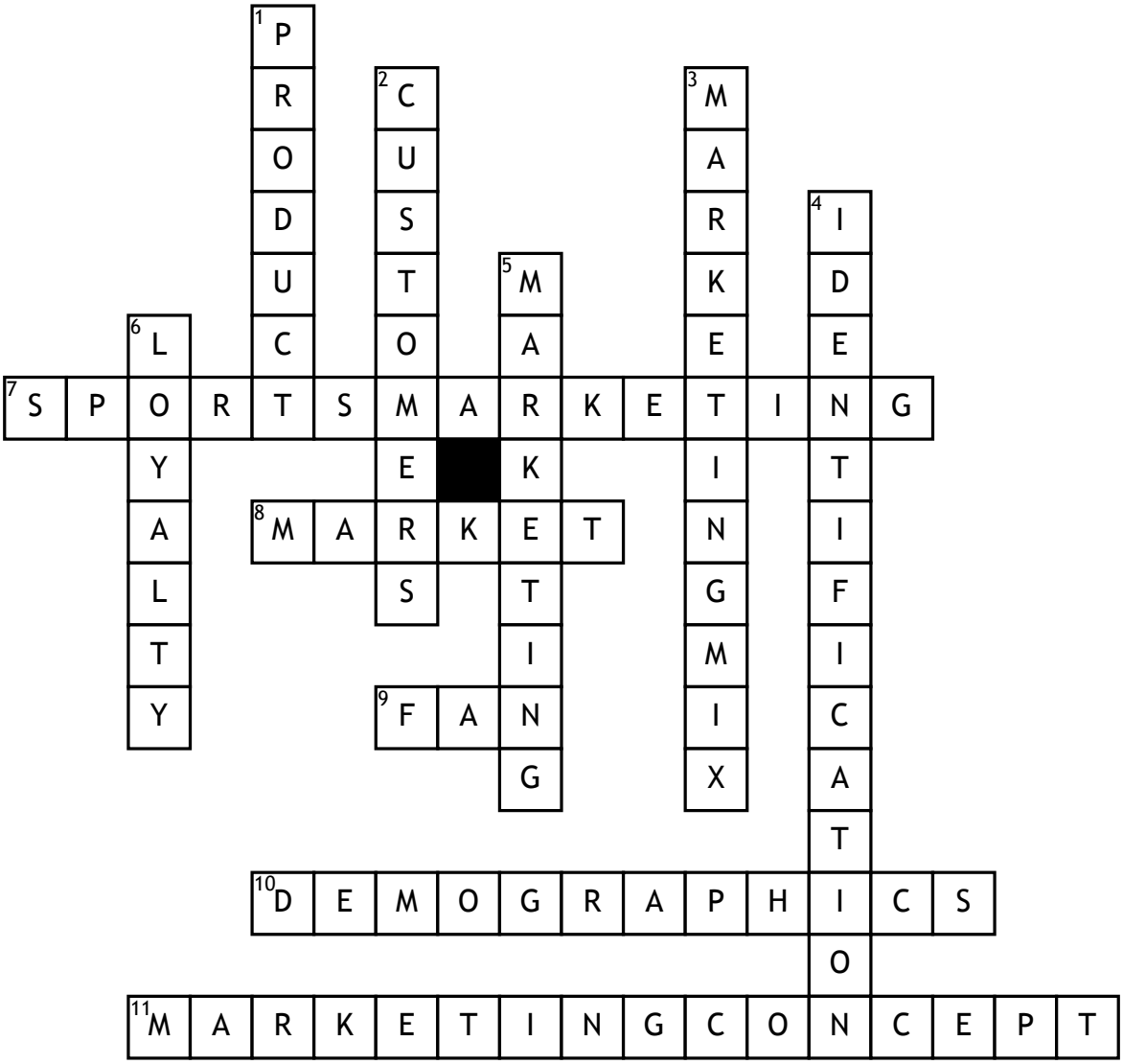
Name: _____ Date: _____

Marketing Basics



Across

7. the process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants

8. the potential customers with shared needs who have the desire and ability to buy a product

9. An ardent devotee; an enthusiast

10. statistics that describe population in terms of personal characteristics

11. the idea that organizations need to satisfy their customers while also trying to reach their organizations' goals

Down

1. Goods and Services

2. One that buys goods or services

3. a combination of four basic strategies known as the 4 P's — product, price, place, and promotion

4. when an individual reacts to events that occur to the team or player as if the events happened to him or her.

5. the process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants

6. the repeat purchasing of a good or service by a consumer