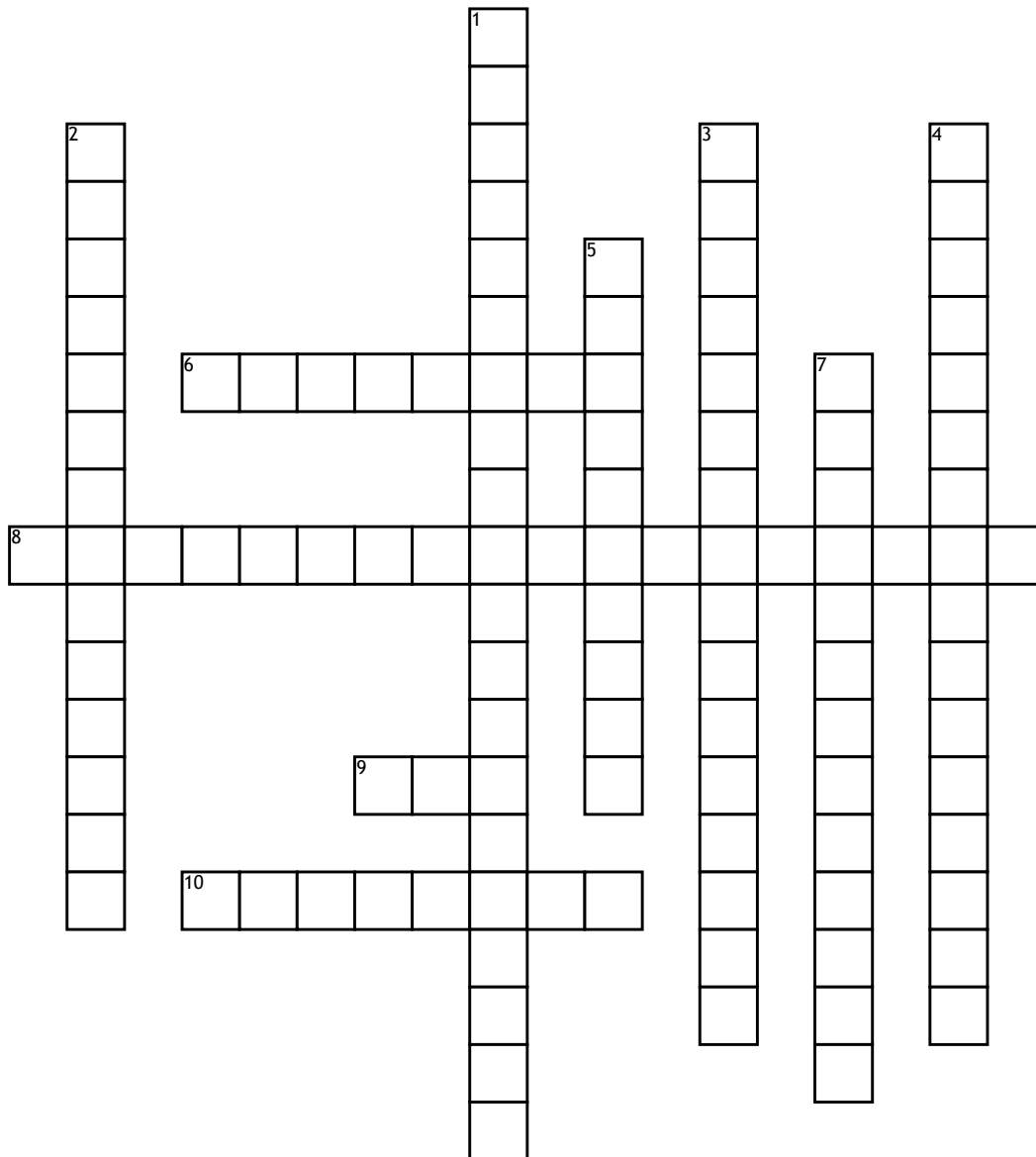


Name: _____

Date: _____

Marketing Mix



Across

- 6.** when a percentage mark up is added to the cost of producing a good or service to calculate the selling price
- 8.** based on the prices charged by competitors, maybe the same or slightly lower, firms will try to compete on other aspects of the marketing mix
- 9.** Creating a feature or characteristic within a brand that makes it stand out
- 10.** A promotional method that involves the creation of an identity for the business that distinguishes that firm and its products from other firms

Down

- 1.** occurs when a firm sets a price for the product in order to entice the customer into making a purchase by making it sound cheaper than it actually is
- 2.** the combination of promotional activities that a firm uses in order to create and general sales
- 3.** prices are set low for a short period of time to force competitors out of the market
- 4.** involves setting a low initial price for a new product in order to get a foothold in the market and gain market share
- 5.** the part of the design mix other than cost and function
- 7.** involves setting a high initial price for a new product in order to recoup costs