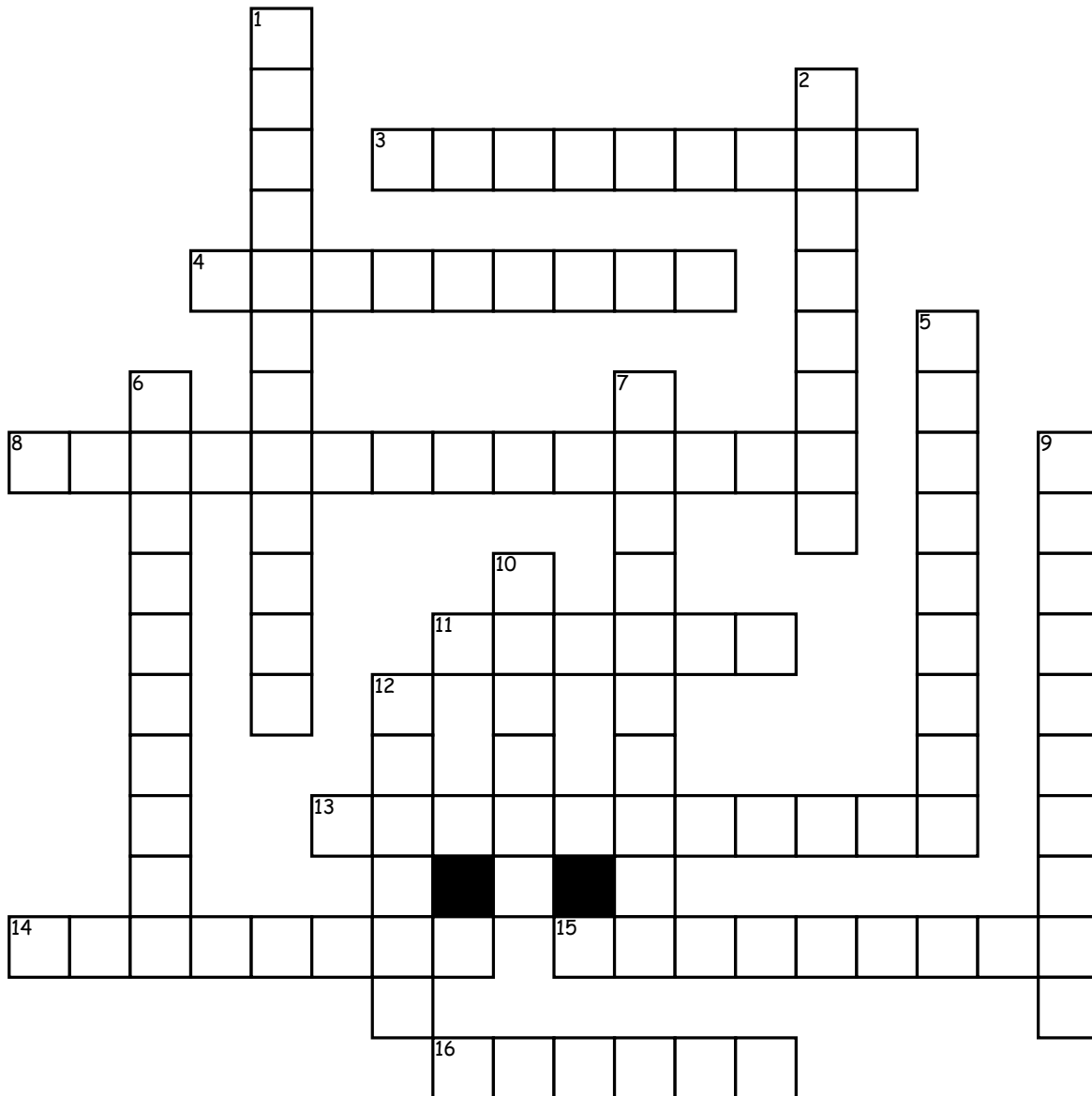


Name: _____

Date: _____

Marketing Vocabulary



Across

3. A complete list of items such as property or goods in stock

4. People employed or engaged in an organization

8. The cost of a good sold by a whole seller

11. A person who gives financial or other support to a person, organization, cause etc.

13. The activity or profession of producing advertisements for commercial products or services

14. A person who purchases goods and services for personal use

15. The action of raising someone to a higher position

16. Income, especially when of a company or an organization and of a substantial nature

Down

1. Someone who starts a business

2. A person, company, or country that makes, grows, or supplies goods for commodities to sell

5. The action or business of promoting and selling products or services

6. Anytime a company produces profit or realizes increased value through secondary sources; When a company loses money through secondary activity

7. The owner of a business, or holder of property

9. The process of dealing with or controlling things or people

10. To advertise or promote

12. The amount of money needed or available for a purpose