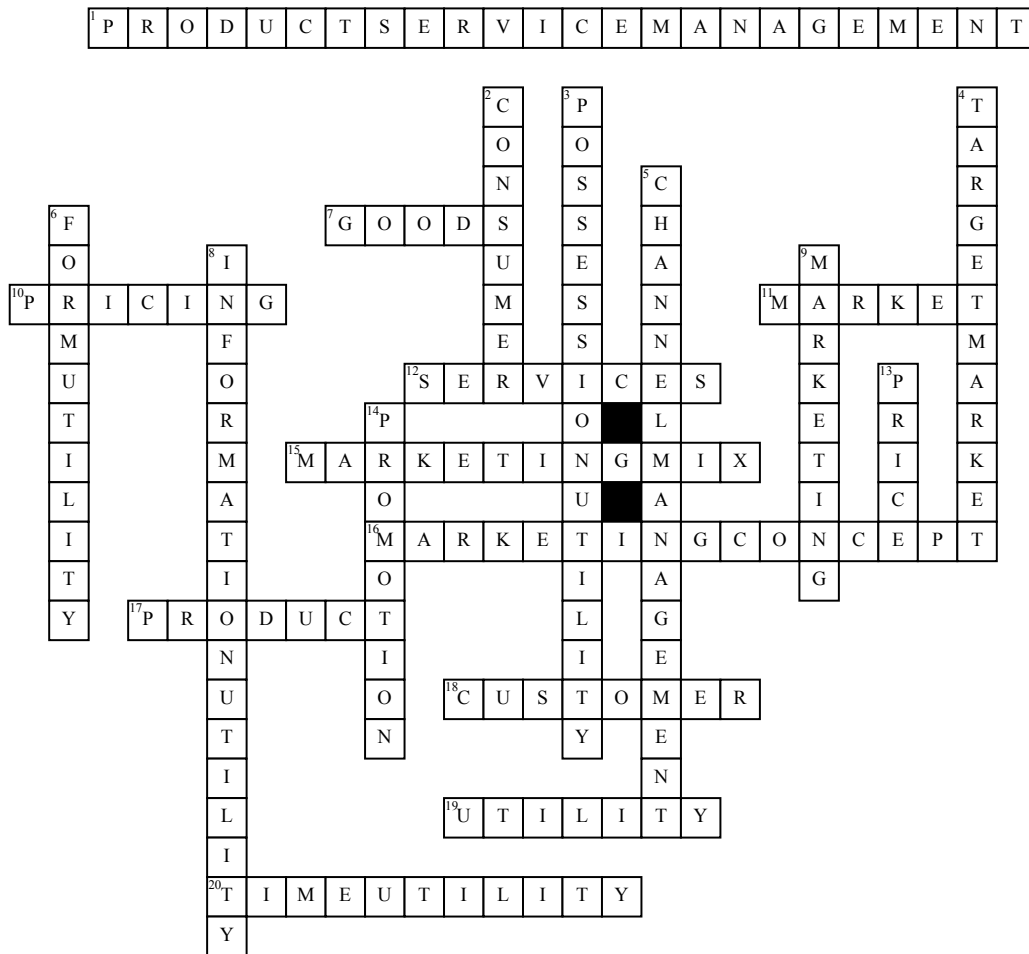


Marketing Crossword



Across

1. Developing, maintaining, improving, and sometimes deleting a product in response to customer needs and wants.
7. Tangible items that have monetary value and satisfy the needs and wants of consumers
10. Based on: Cost of producing/ marketing the product, what competitors charge for the same product, how much customers are willing to pay
11. All people who share similar needs and wants and who have the ability to purchase products
12. Intangible items that have monetary value and satisfy the needs and wants of consumers

15. Includes 4 basic marketing strategies called the 4 P's.

16. A company's total efforts should be directed at satisfying customer needs and wants in order to earn a profit.

17. Deciding what product to make, how to package it, what brand name to use, and what image it will Project.

18. Buys/ pays for the product or service.

19. The added value to a product (5 forms)

20. Having the product available at a certain time of the year or a convenient time of day.

Down

2. Uses the good or service

3. The exchange of a product for some monetary value.

4. A group of people identified as those most likely to become customers.

5. Process of deciding how to get goods in customers' hands

6. A place where customers can buy a product

8. Involves communication with the consumer

9. The process of planning, pricing, promoting, selling, and distributing goods, services, and ideas.

13. What is exchanged for the product; reflect what customers are willing and able to pay

14. Refers to activities related to advertising, personal selling, sales promotion, and publicity.

Word Bank

Marketing Mix

Goods

Market

Promotion

Form Utility

Customer

Information Utility

Possession Utility

Marketing

Channel Management

Utility

Marketing Concept

Services

Pricing

Consumer

Price

Product

Product Service Management

Target Market

Time Utility