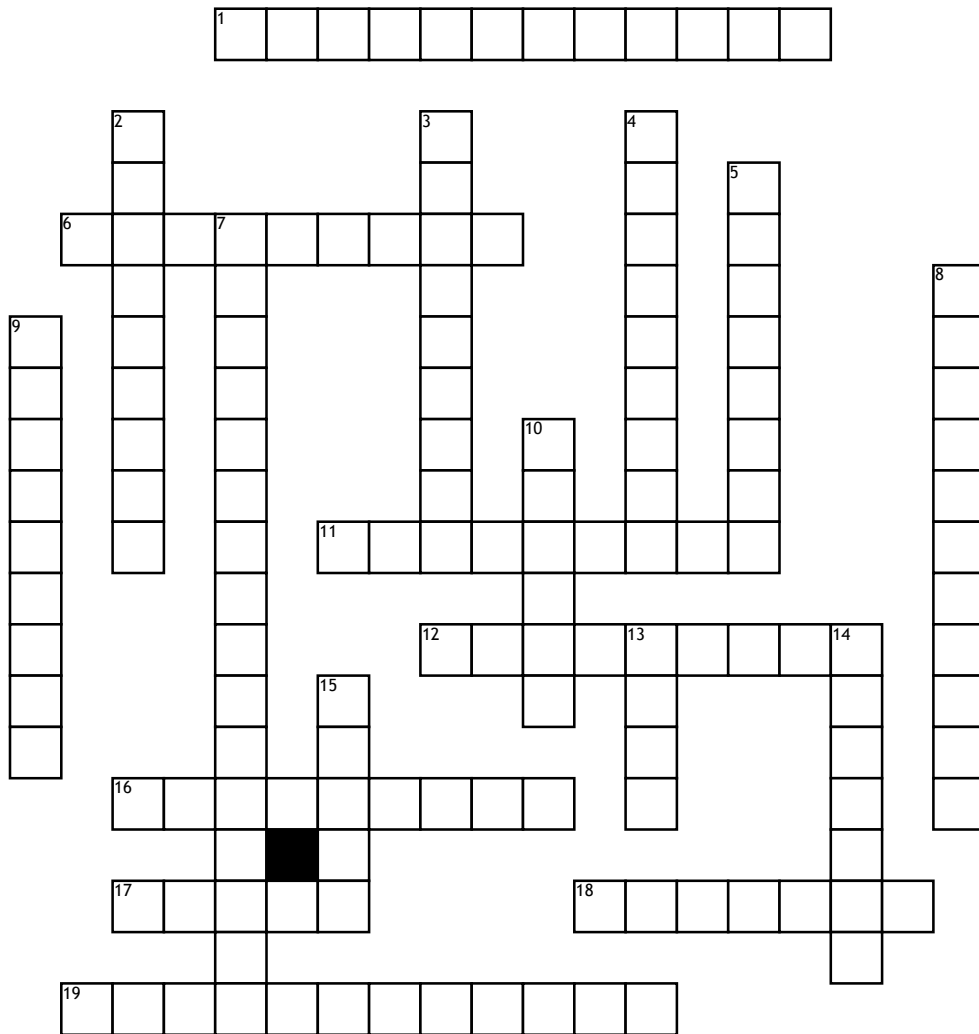


Name: _____ Date: _____ Period: _____

Marketing Principles



Across

1. statistical data relating to the population and particular groups within it

6. activity that supports or provides active encouragement for the furtherance of a cause, venture, or aim

11. an individual or business that purchases the goods or services produced by a business

12. sentence, phrase, word, or group of words set in large, bold type on a newspaper front page or above a body of text on any page of a newspaper or magazine, or in a printed advertisement

16. provide funding for (a person or enterprise)

17. satisfied by necessities, to cultural, intellectual

18. decide the amount required as payment for Products

19. the way in which something is shared out among a group or spread over an area

Down

2. the action or business of promoting and selling products or services, including market research and advertising

3. a person regarded as likely to succeed or as a potential customer, client, etc

4. a name given by the maker to a product or range of products, especially a trademark

5. an article or substance that is manufactured or refined for sale

7. philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition

8. the activity or profession of producing advertisements for commercial products or services

9. a person who purchases goods and services for personal use

10. a short and striking or memorable phrase used in advertising

13. a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc

14. give or hand over (something) in exchange for money

15. Unsatisfied human desires that motivate their actions and enhance their fulfillment when met

Word Bank

Logo

Advertising

Financing

Pricing

Brand Name

Customers

Slogan

Products

Consumers

Selling

Needs

Promotion

Headlines

Prospects

Marketing Concept

Distribution

Demographics

Wants

Marketing