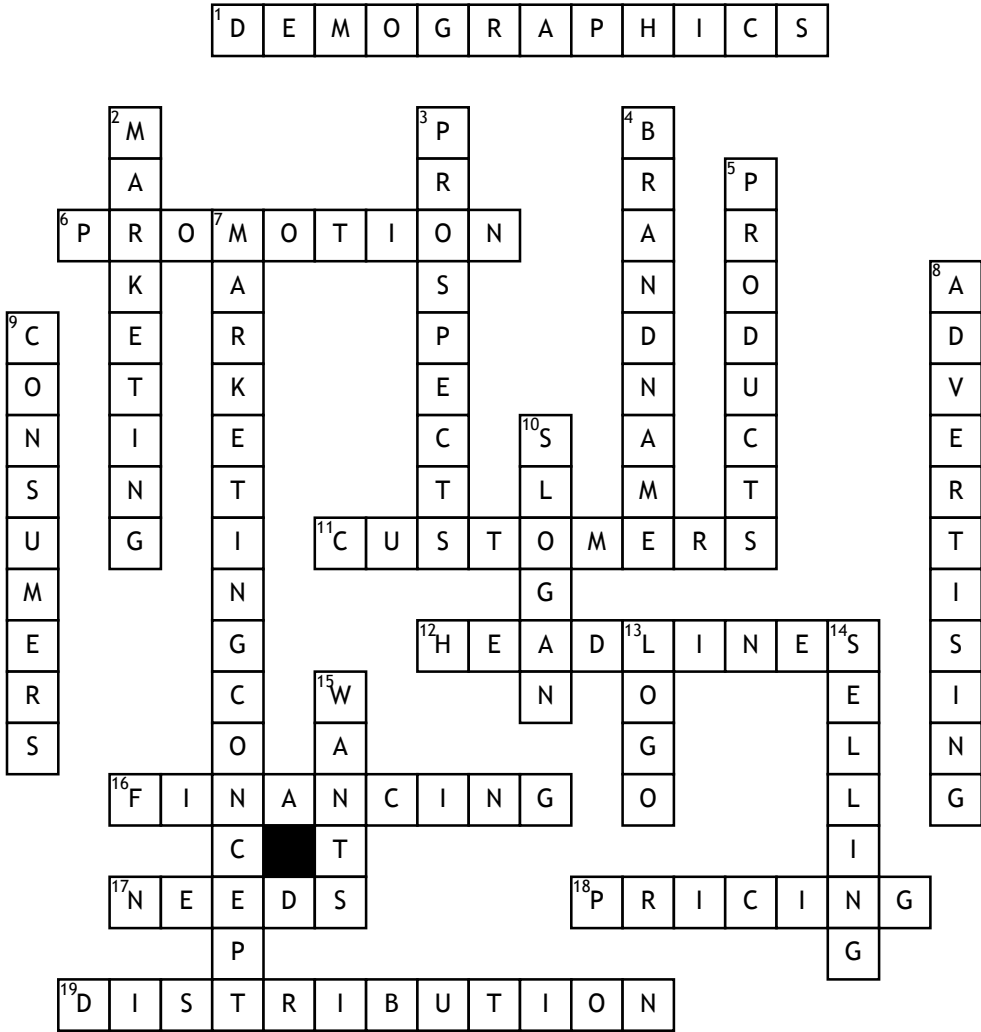


Period: _____

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

Needs

Demographics

Advertising

Customers

Selling

Financing

Headlines

Consumers

Wants

Products

Logo

Brand Name

Prospects

Pricing

Marketing

Distribution

Marketing Concept

Slogan

Promotion