|  |  |  |
| --- | --- | --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_ | Period: \_\_\_\_\_\_\_ |

Marketing Principles

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 2 |  |  |  |  |  | 3 |  |  |  | 4 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 5 |  |  |  |  |
|  |  | 6 |  |  | 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 8 |
|  | 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  | 10 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | 11 |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | 12 |  |  |  | 13 |  |  |  | 14 |  |  |
|  |  |  |  |  |  |  | 15 |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 16 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 17 |  |  |  |  |  |  |  |  | 18 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | 19 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **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 |

   Marketing       Marketing Concept       Advertising       Demographics       Pricing       Products       Promotion       Financing       Distribution       Logo       Slogan       Headlines       Selling       Needs       Wants       Customers       Consumers       Brand Name       Prospects