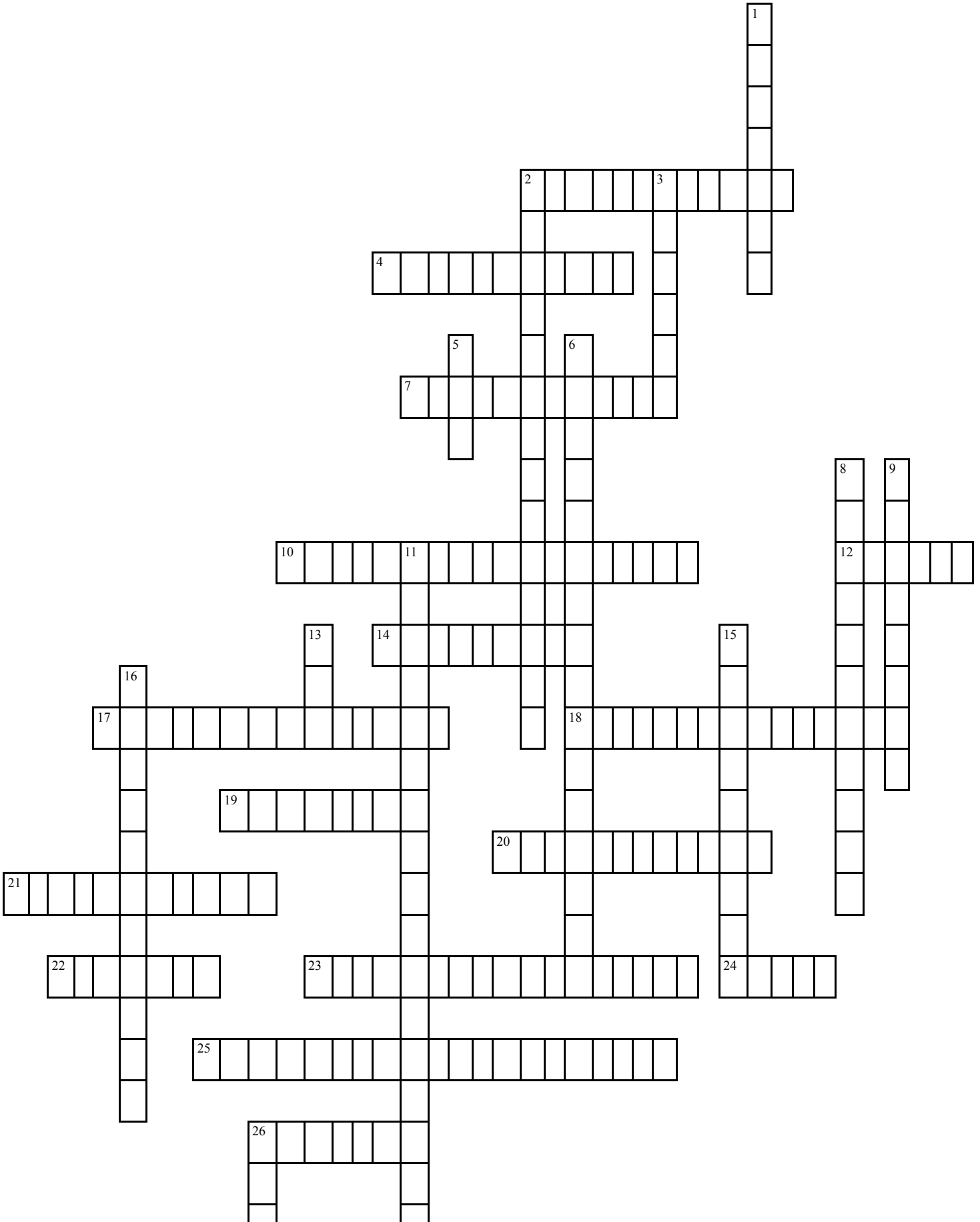
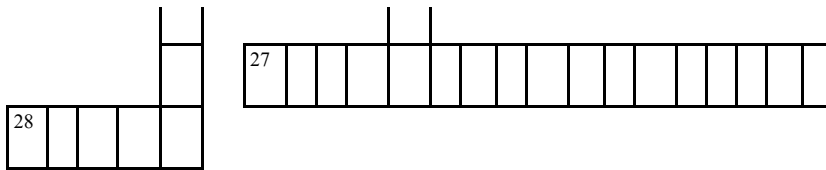


Marketing Vocabulary





Across

- 2. four basic marketing strategies called the four P's: product, place, price, promotion
- 4. when demand is high, manufacturers can produce products in larger amounts reducing the unit cost of each product
- 7. group that is identified for a specific marketing program
- 10. communication with the consumer
- 12. all the people who share similar needs and wants and who have the ability to purchase a given product
- 14. decisions about advertising, personal selling, sales promotion and public relations used to attract customers
- 17. consumers who purchase goods and services for personal use
- 18. lists information about the target market
- 19. aid and promote well-being
- 20. having a product where customers can buy it
- 21. percentage of the total sales volume generated by all companies that compete in a given market
- 22. the attributes of goods or services that make them capable of satisfying customers' needs and wants
- 23. the exchange of a product for money
- 24. tangible items that have monetary value and satisfy your needs and wants
- 25. business-to-business market that includes all businesses that buy products for use in their operations
- 26. choose what to make and sell; brand name, packaging, service, warrant
- 27. the process of deciding how to get goods into customer's hands
- 28. the value in money or its equivalent placed on a good or service

Down

- 1. provides customers with the goods and services they want
- 2. understanding the concepts and strategies used to develop and target specific marketing
- 3. affects the economy and standard of living in countries around the world
- 5. aspect of marketing that combines customer information with customer service and marketing communications
- 6. the idea that a business should strive to satisfy customers' needs and wants while generating a profit for the business
- 8. having a product or service available at a certain time of year or convenient time of day
- 9. intangible items that have monetary value and satisfy your wants and needs
- 11. segmenting, or breaking down the market into smaller groups that have similar characteristics.
- 13. consumers and customers
- 15. processes for creating, communicating, delivering, and exchanging offerings that have value
- 16. changing raw materials into usable goods or putting parts together to make them more useful
- 26. having the object in stores where people are actually going to buy it.