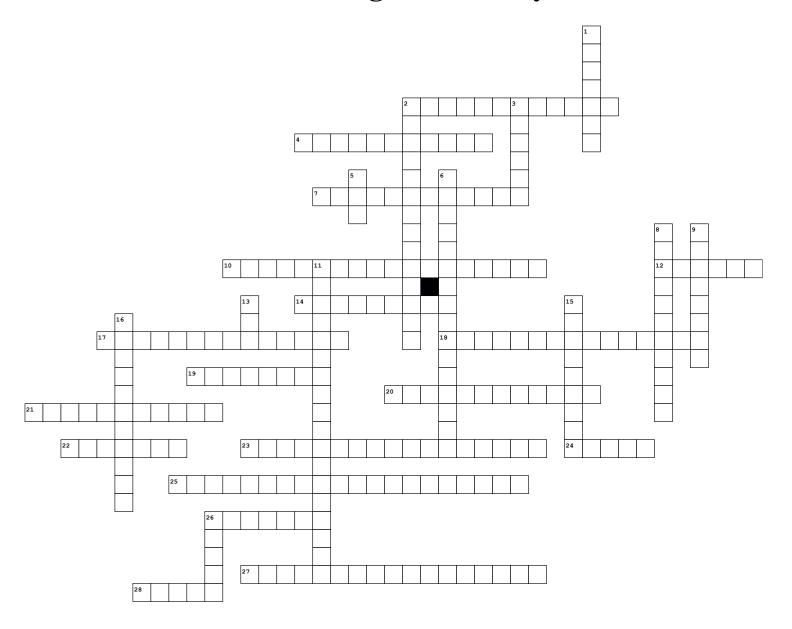
Marketing Vocabulary



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

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

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; band 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

- **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.