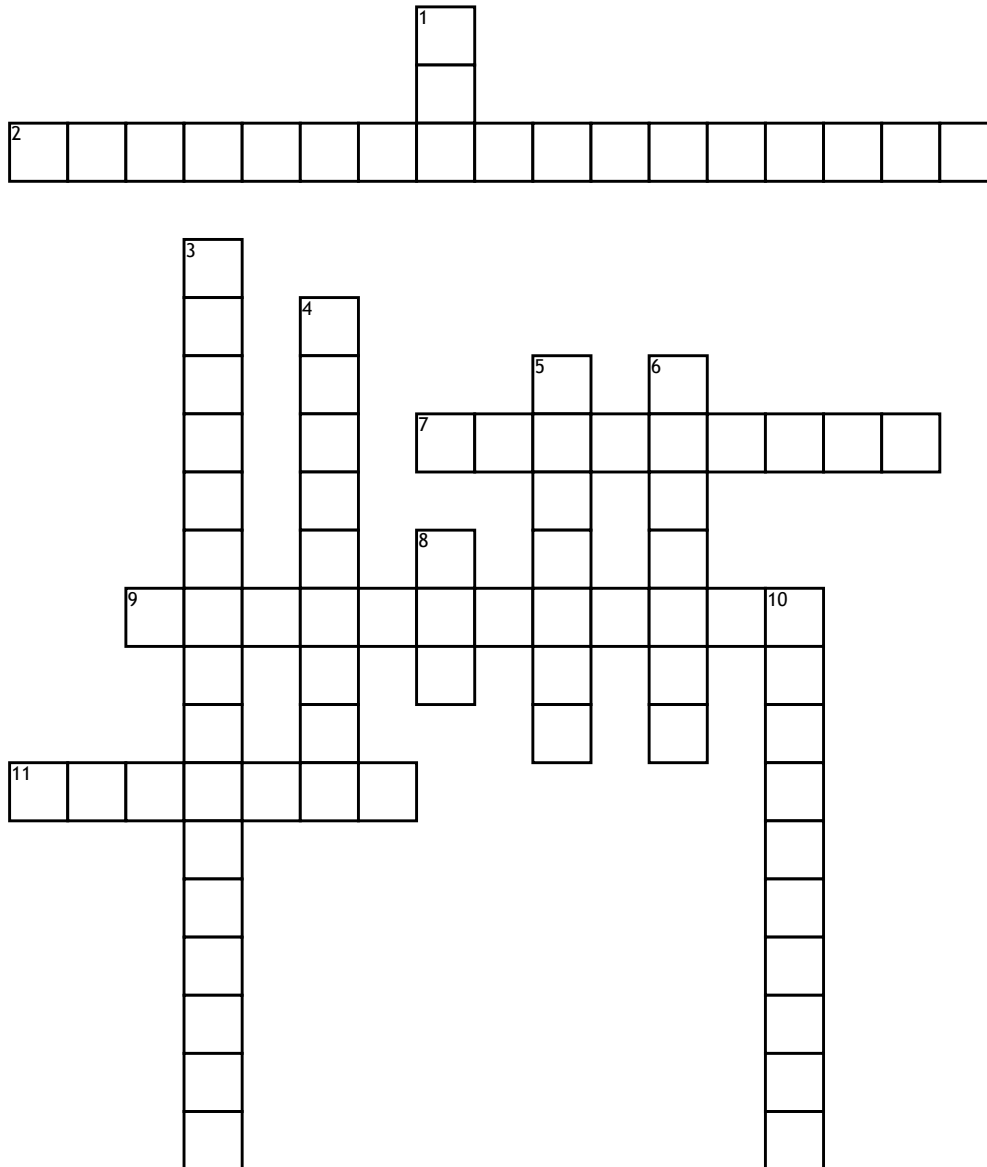


Name: _____

Date: _____

1.01 Marketing Crossword



Across

- 2. Identifying, selecting, monitoring , and evaluate sales channels
- 7. Process of planning and executing, the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization objectives
- 9. Deciding how to get goods into customers hand
- 11. How much to charge for goods and services in order to make a profit

Down

- 1. Obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities

- 3. Idea that a business should strive to satisfy consumer wants and needs
- 4. Effort to inform, persuade, or remind potential customers about a product or service
- 5. Goods & services
- 6. determining client needs and wants and responding through planned, personalized communication that influence purchase decisions
- 8. Gathering, accessing, evaluating, and disseminating information to aid in business decisions
- 10. Goods that are depleted when used