

Name: _____

Date: _____

3.03 Promotion Mix

P K D S D I R E C T M A R K E T I N G H B Y R U
U S P E S D D I A O W O I O U S I H G Q U R N P
B Y Q X S S T N E M E L E L A N O I T O M O R P
L Y O Z D A E W S W V O A G N I S I T R E V D A
I D B K W K B F U K W H P G Z N X N E K Q T Y Y
C W F A Y D A B B Q F H C E G G X K Y N G S P A
R J B J E Q N K E C J K G E K Q A J E S N R H L
E T K A D W L P R W Y G N Y Z S E A K S A U U E
L P K E G N I L L E S L A N O S R E P Q S P E F
A O U B T M N X Q J S X P C J G U U M B R U K C
T G N B G S Q C L F E A B O E W M M P L X B Q U
I K V X L T N K P R O D U C T P L A C E M E N T
O H P A U I J H U G P E K A O E C J A K A H J F
N L P I S Y C Y T I C I L B U P E V I T I S O P
S Z B Q E O U I P R O M O T I O N A L M I X N B
M K D T Y W C G T F U K O Z K A Q A C E F M F S
H J L G Z K K I I Y E D M D B J E I Z K G A Q U
Y J R Z Y V M P A I E A Q Z L O B V P D X B S K
Y L Q U B F N A P L X L N S Y C H T D E D J T O
W Y W B C N O I T O M O R P S E L A S Y Q O W Q
B R P C C Y O F S H L E Q H D P D S Y T T S D O
P O X W P W J L W A Q M D H Z R J L A K O P R P
U L E Y T C A P F U Z B D I Q Y R Z O H J D G G
X R U Z M R Q F K T W P B I A N O K P E K T J Q

Promotional elements

positive publicity

product placement

Direct marketing

Personal Selling

Public Relations

Sales Promotion

Promotional Mix

social media

Advertising

web-based

Publicity