

Name: _____

Date: _____

3.03 Promotion Mix

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

examples sales promotions
positive publicity
Direct marketing
Sales Promotion
web-based

What does IMC insure
product placement
Personal Selling
Promotional Mix
Publicity

Integrated Marketing
Promotion element
Public Relations
Advertising