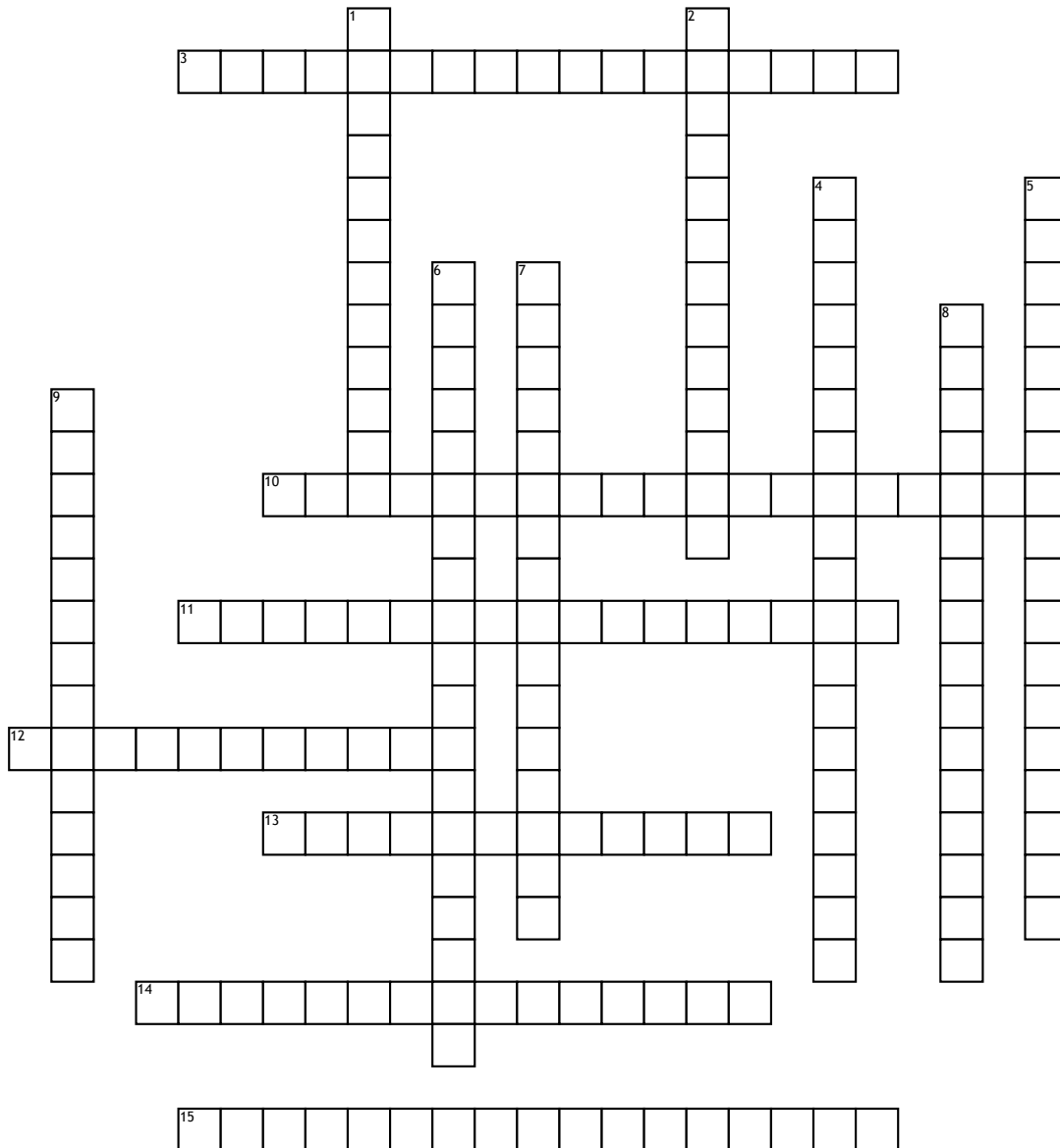


Name: _____

Date: _____

Chapter 2 Terms



Across

3. what identifies target markets and sets marketing mix choices that focus on those markets?

10. what is the money left after paying for basic living necessities such as food, shelter, and clothing?

11. what is an analysis of outside influences that may have an impact on an organization?

12. what refers to segmentation of the market based on where people live

13. what is the acronym for strengths, weaknesses, opportunities, and threats?

14. what involves grouping people with smaller lifestyles as well as shared attitudes

15. what is the study of the internal and external factors that affect marketing strategies?

Down

1. what refers to statistics that describe a population in terms of personal, marital status, age, gender, income or education?

2. what is a formal, written document that directs a company's activities for a specific period of time?

4. what is the money left after paying for basic living necessities

5. what is the process of classifying people who form a given market into even smaller groups?

6. an expectation for performance that reflects the plan's objectives?

7. what is a brief overview of the entire marketing plan?

8. what is the money left after taking out taxes?

9. what is the projection of probable, future sales in units or dollar