

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Functions of Marketing

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

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|-----------------------|----------------------|---------------------|--------------------|
| features and benefits | promotional channels | market segmentation | product management |
| personalization       | differentiation      | positioning map     | email marketing    |
| Market research       | setting prices       | target market       | cold calling       |
| Distribution          | competition          | interaction         | positioning        |
| perception            | strategies           | analytics           | referrals          |
| loyalty               | quality              | finance             | price              |
| data                  |                      |                     |                    |