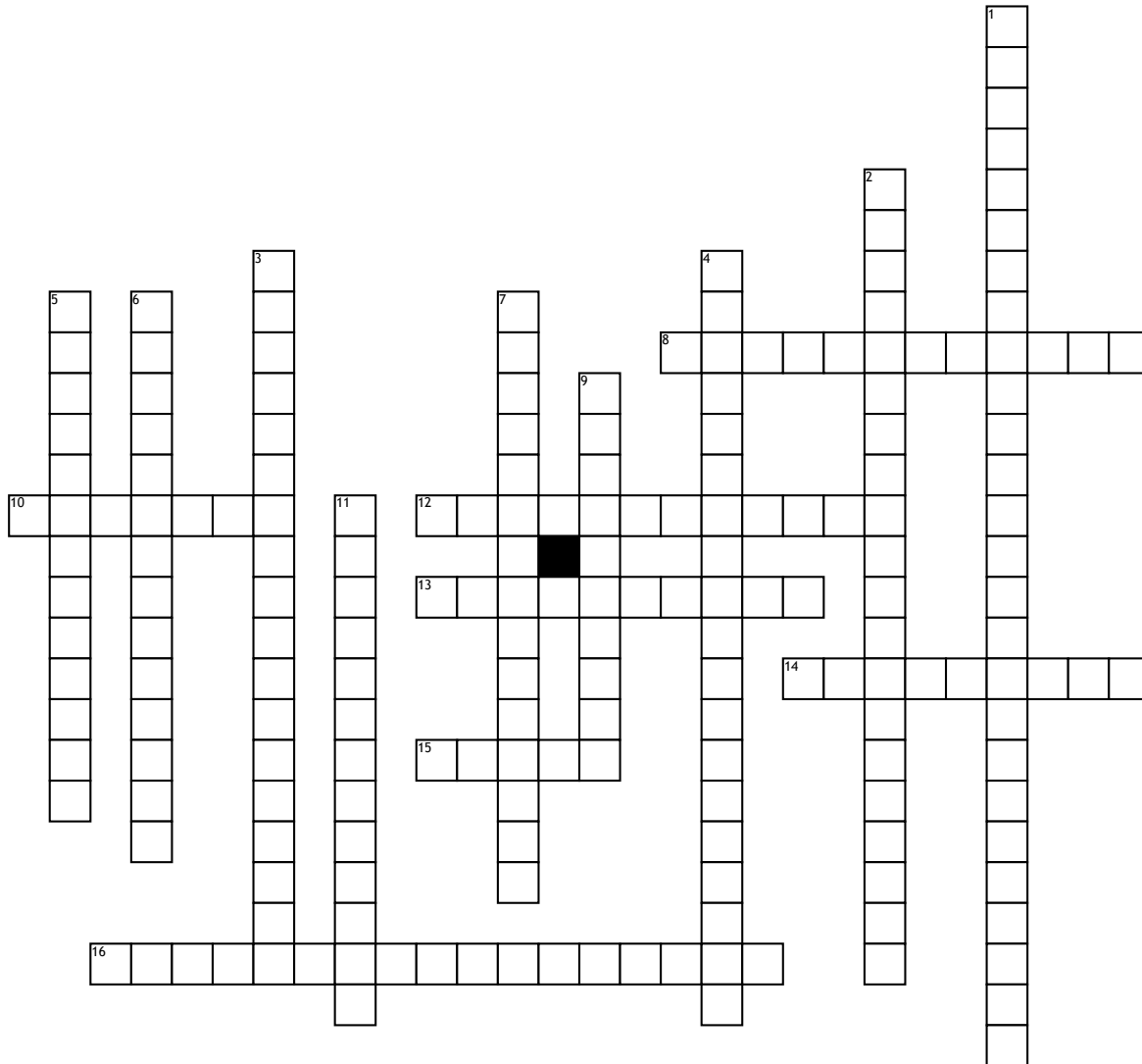


Fundamentals of Marketing



Across

8. mix of variables marketers control to influence a business' success; the four Ps: price, product, place, promotion
10. specific actions which advance the strategy and achieve an end result
12. specific group for which a business's products, services and marketing efforts are intended
13. statements describing the overall approach to how goals and objectives will be achieved
14. the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
15. broad, long-term expectations for future achievements

16. past research which has already been performed and often already published

Down

1. system for gathering and organizing marketing information used in decisionmaking
2. structured research which uses the scientific method and standardized questions to make generalizations and predictions; includes: questionnaires, surveys and experiments
3. division of the mass market based on shared characteristics
4. exploratory, in-depth research involving flexible, open-ended questions; includes: interviews, observation and focus groups

5. marketing aimed at the masses without consideration of differences among them
6. organized effort to gather and interpret information about a market
7. research done firsthand for the first time
9. specific, measurable, short-term expectations
11. document which outlines a business's marketing problems and how they will be addressed and solved