

Name: _____

Date: _____

Marketing

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

product enhancements
fringe benefits
introduction
trademark
decline
growth
logo

product extensions
skimming price
product mix
benefits
license
brand

product life cycle
target market
copyright
features
product
place

blue chip athlete
crowdsourcing
promotion
maturity
ethics
price