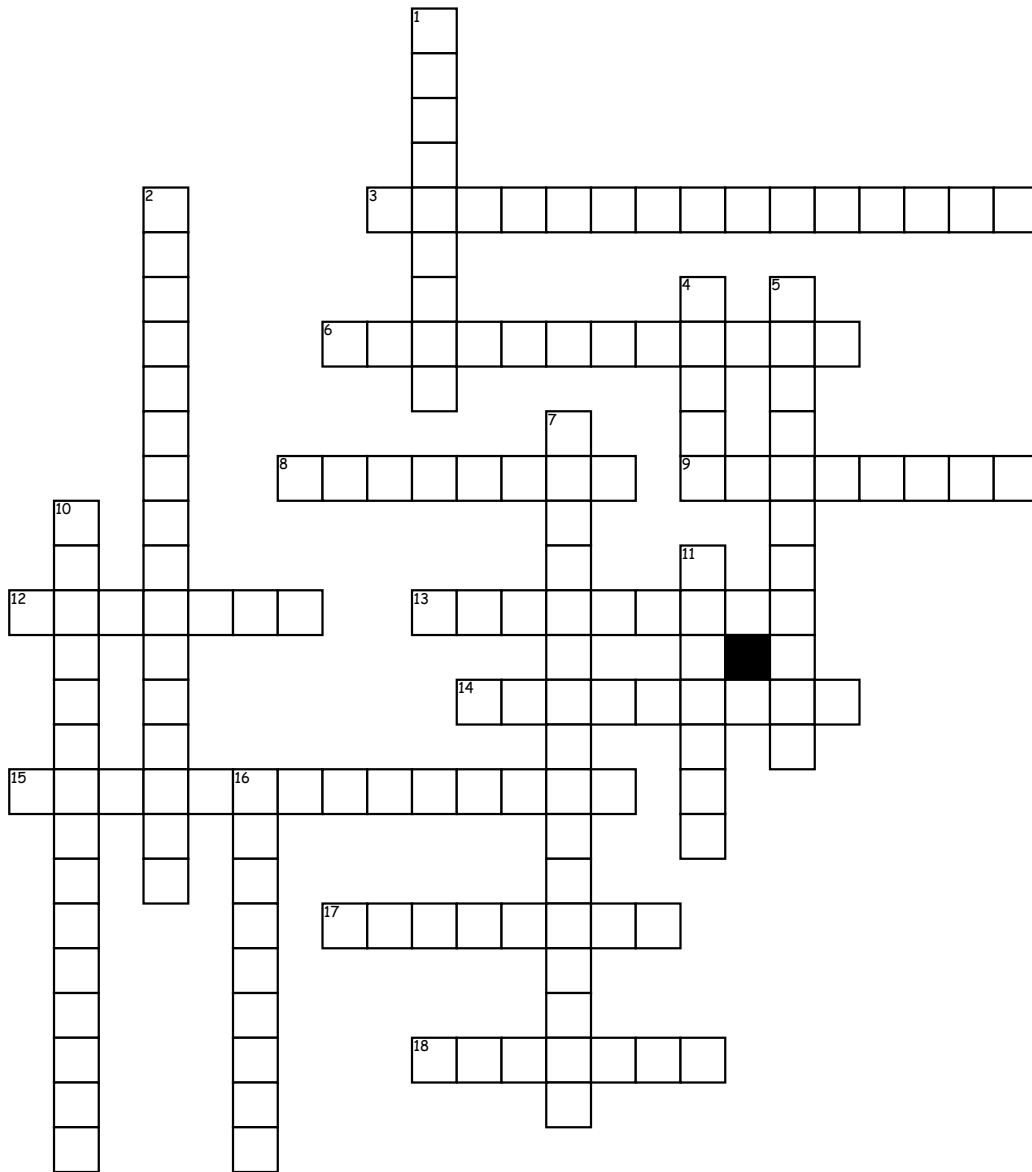


Name: _____ Date: _____ Period: _____

Marketing Crossword Puzzle



Across

3. Tangible items that are consumed within a short time
6. Tangible items that should last a long time
8. Marketing element referring to what goods, services, or ideas a business will offer its customers
9. Intangible activities that are performed by other people for money; productive acts that satisfy economic wants
12. A marketing function that involves determining and adjusting prices to maximize return and meet customers' perceptions of value
13. The people who make or provide goods and services

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. Promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases

17. The management function of deciding what will be done and how it will be accomplished

18. The system in which people make and spend their incomes

Down

1. The people who buy goods and services
2. A philosophy of conducting business that is based on the belief that all business activities should be aimed toward satisfying customer wants and needs while achieving company goals

4. Tangible objects and materials

5. Any paid form of nonpersonal presentation of ideas, goods, or services

7. The general conditions in which people live; quality of life

10. The form of promotion that determines client needs and wants and responds through planned, personalized communication that influences purchase decisions and enhances future business opportunities

11. A fact about or characteristic of the product

16. Any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual that benefits from or is harmed by it