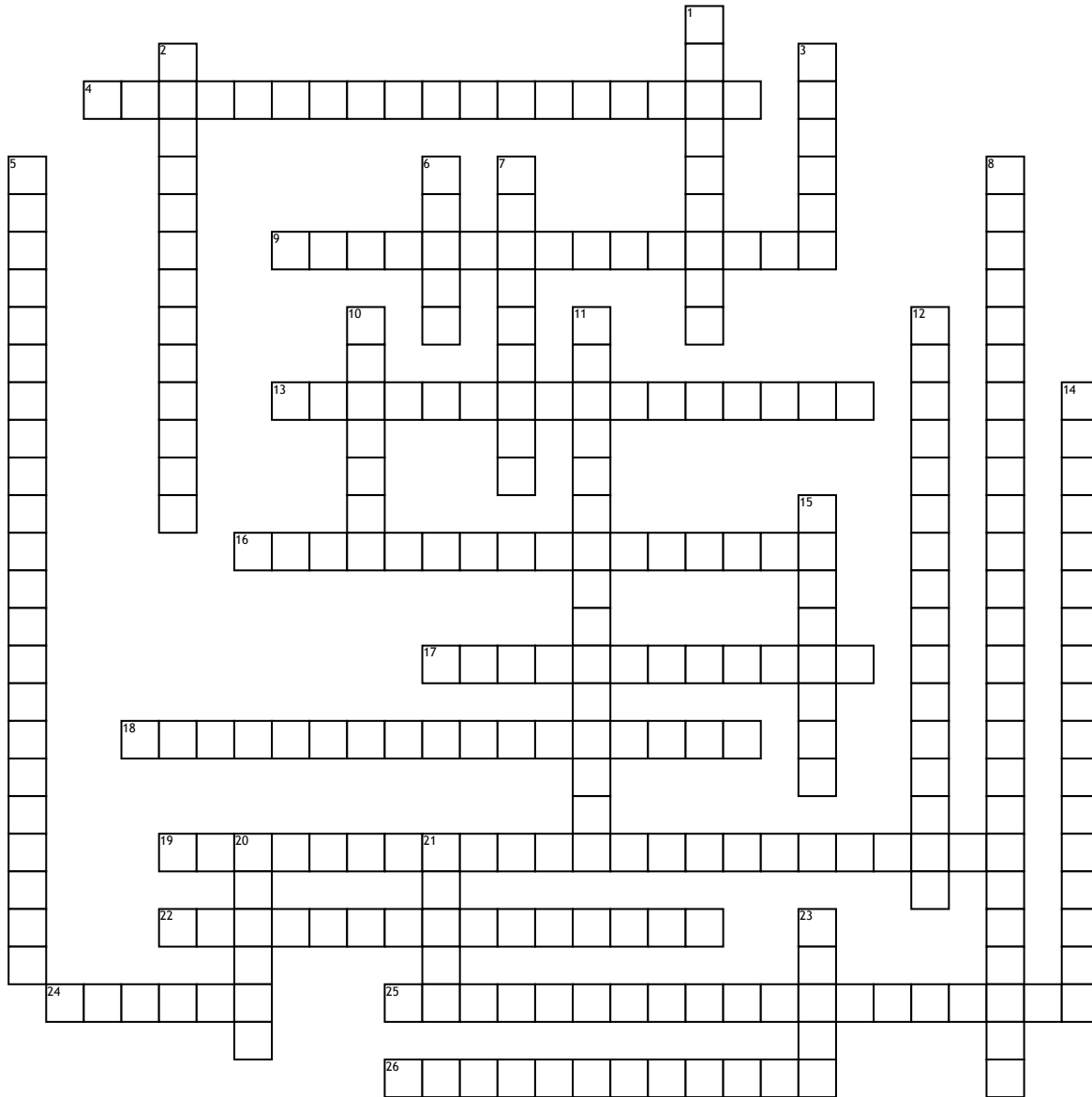


Name: _____

Date: _____

Marketing Unite



Across

4. Analyzing a market by specific characteristics in order to create a target market. May segment by demographics, psychographics, geographics, or product benefits

9. Unpaid communication often presented through media exposure

13. Resources businesses use to promote goods, services, ideas. Can include traditional media, digital technology, public relations, events, salespeople and influencers

16. Collection of records of consumer purchasing patterns and histories stored in a computer system and organized so that it can be retrieved quickly to provide information for a variety of uses

17. Blending of the four marketing elements of product, price, place, promotion

18. A type of promotional tool. Examples include email, social media, blogs, etc

19. Based on target market's personal characteristics. Includes gender, age, income level, occupation, ethnic background, education level

22. Involves focusing marketing decisions on a specific group of people you want to reach with your product

24. Example: Athletes, Musicians, Political Candidates

25. Based on benefits target market expects to receive or gain from products. Includes added protection, health issues, special needs, stage in family life cycle

26. Example: Desks, computers, houses

Down

1. Create and stimulate demand for products by informing people about them

2. Example: NCAA, Labor Unions, Art Museums

3. Example: Honeymoon locations, vacations

5. Based on where target market lives. Includes local markets, regional markets, national markets, global markets

6. The cost at which a customer will buy and at which a producer will sell

7. The process of developing, promoting, and distributing products in order to satisfy customers' needs and wants

8. Based on target market's lifestyles and personality characteristics. Includes attitudes, values, activities, and interests

10. Begins with goods, services, and ideas to produce or sell in order to satisfy consumers' needs and wants

11. Example: Food, cosmetics, gasoline

12. A type of promotional tool that includes billboards, directories, buses, aerial, point-of-purchase displays

14. A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods

15. Example: Banking, health care, job placement

20. Defined as a group of customers who are qualified to make purchases of products or services that a marketer is able to offer

21. How a product will get from the producers to the consumers

23. Example: Click it or Ticket