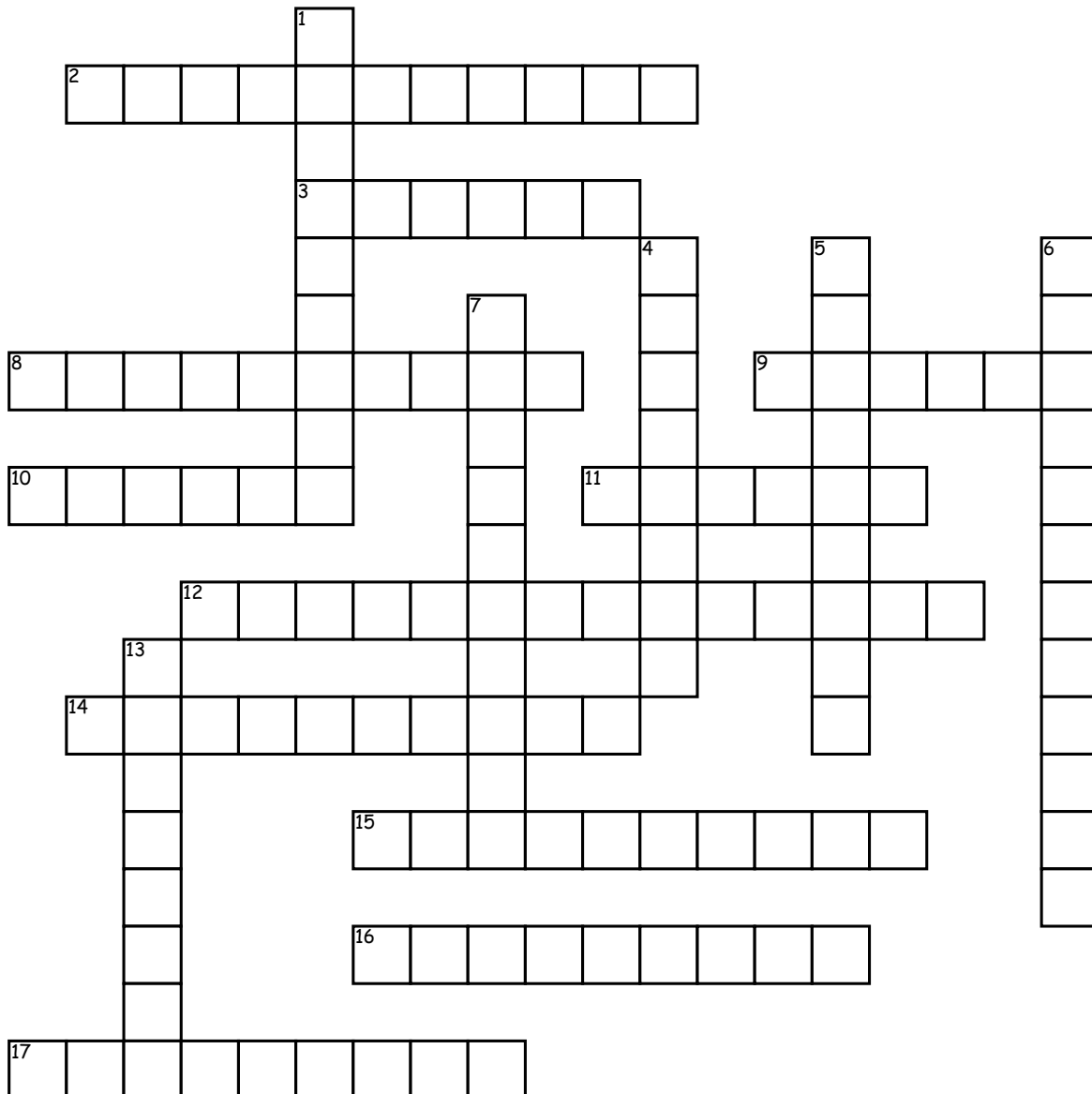


Name: _____

Date: _____

Marketing Vocabulary



Across

- 2. the activity or profession of producing advertisements for commercial products or services.
- 3. advertise or promote
- 8. the owner of a business, or a holder of property.
- 9. a financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something.
- 10. A person who gives financial or other support to a person, organization, cause, or activity

- 11. allow or provide a particular amount of money in a budget.

- 12. A store owner will usually charge a price somewhat higher than he or she paid to the producer
- 14. Getting more or less money from the product than it cost to make it
- 15. The process of dealing with or controlling things or people.
- 16. a complete list of items such as property, goods in stock, or the contents of a building.
- 17. people employed in an organization or engaged in an organized undertaking such as military service.

Down

- 1. the action of raising someone to a higher position or rank or the fact of being so raised.
- 4. A person, company, or country that makes, grows, or supplies goods or commodities for sale
- 5. the action or business of promoting and selling products or services, including market research and advertising.
- 6. someone who starts a business
- 7. the opposite of profit
- 13. A person who purchases goods and services for personal use.