

Name: _____

Date: _____

Marketing & Branding

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

MARKET SEGMENTATION
BRAND PERSONALITY
BRANDING PROCESS
MARKETING PLAN
TARGET MARKET
CO BRANDING
MARKETING
BRANDING

SECONDARY RESEARCH
PERSONAL BRANDING
MARKET RESEARCH
MASS MARKETING
MARKETING MIX
STRATEGIES
LICENSING
GOALS

MISSION STATEMENT
BRAND PROTECTION
BRAND EXTENSION
LINE EXTENSION
BRAND EQUITY
OBJECTIVES
TRADEMARK
BRAND