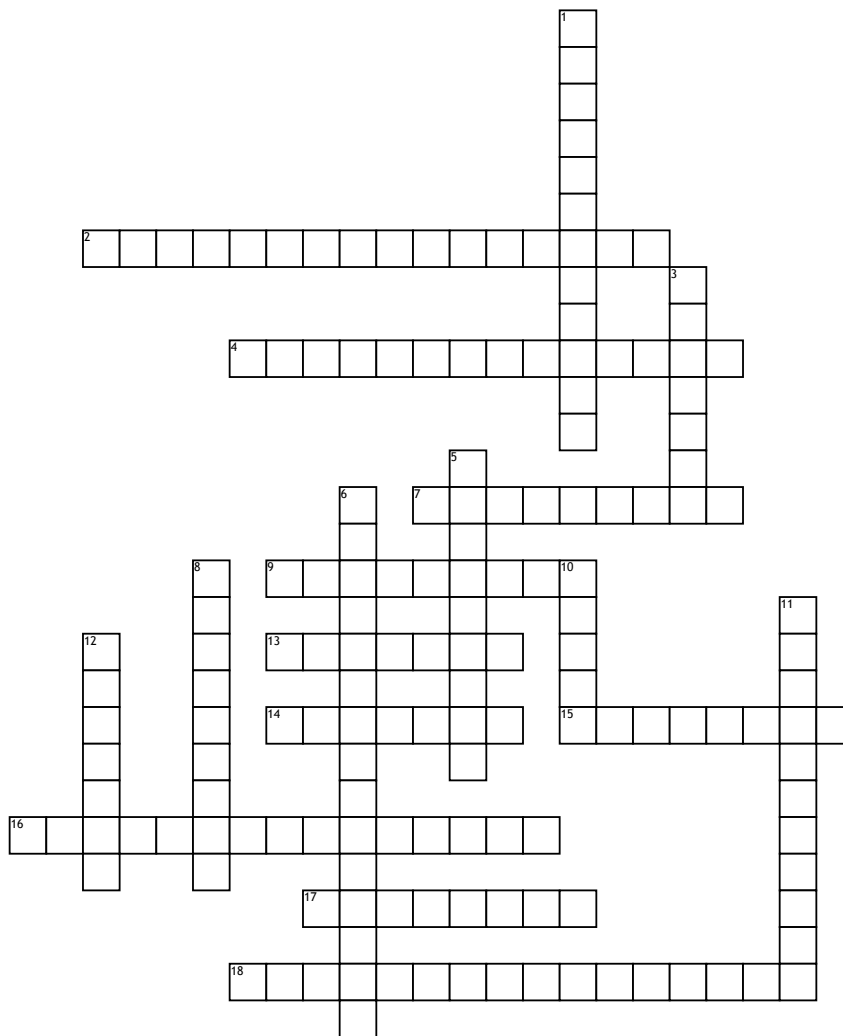


Name: _____ Date: _____ Period: _____

Marketing key terms



Across

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. Promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases
7. 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
9. 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
13. The system in which people make and spend their incomes

14. A fact about or characteristic of the product
15. Intangible activities that are performed by other people for money; productive acts that satisfy economic wants
16. Tangible items that are consumed within a short time
17. The management function of deciding what will be done and how it will be accomplished
18. The general conditions in which people live; quality of life

Down

1. Tangible items that should last a long time
3. Marketing element referring to what goods, services, or ideas a business will offer its customers
5. The people who buy goods and services

6. 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

8. The people who make or provide goods and services

10. Tangible objects and materials

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

12. A marketing function that involves determining and adjusting prices to maximize return and meet customers' perceptions of value

Word Bank

Advertising	Services	Customers	Goods	Product
Personal selling	Sales promotion	Feature	Producers	Standard of living
Publicity	Planning	Marketing concept	Marketing	Economy
Nondurable goods	Pricing	Durable goods		