

Name: _____

Date: _____

Vocabulary-Week 1(Menu item #3)

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

differentiation strategy	product differentiated	unique selling point
extension strategy	marketing strategy	market segments
ansoffs matrix	markerting mix	marketing plan
brand message	differentiate	demographics
market share	consumer	data