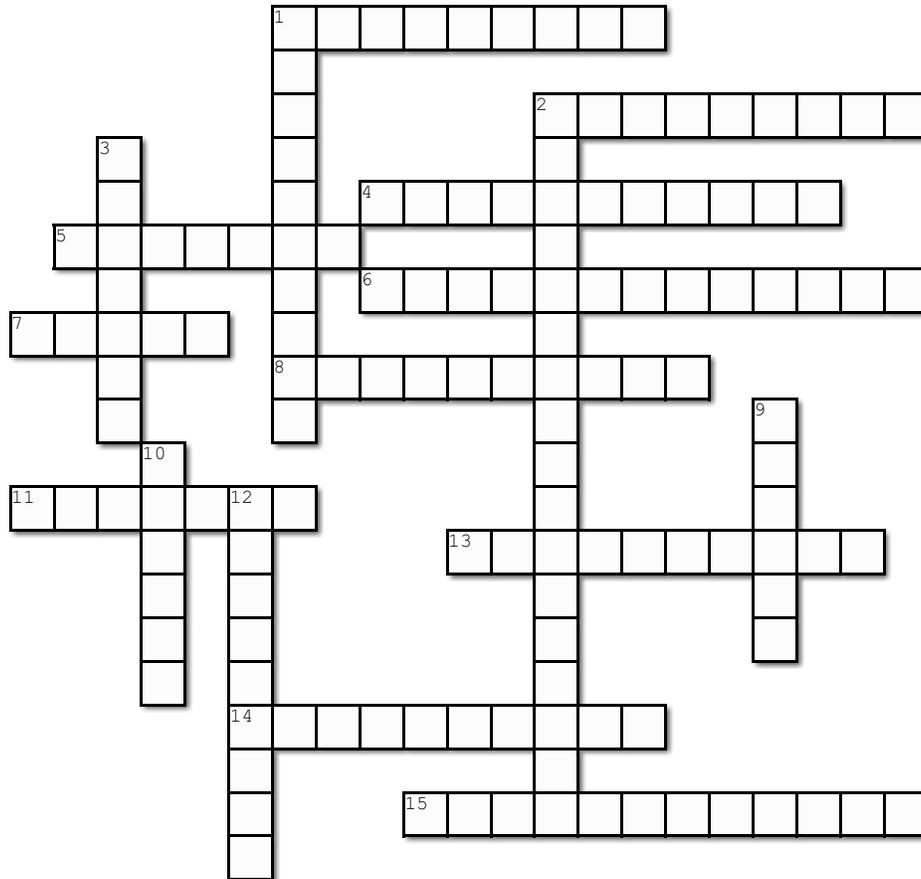


Marketing Intro Vocab

Complete the crossword below



Created using TheTeachersCorner.net Crossword Puzzle Maker

Management

Market

Production

Ethics

Price

Distribution

Marketing Mix

Finance

Product

Promotion

Service

Advertising

Operations

Marketing

Accounting

Marketing Concept

Consumers

Across

1. The methods used and information communicated to encourage customers to purchase and to increase their satisfaction.
2. The action or business of promoting and selling products or services, including market research and advertising.
4. The activity or profession of producing advertisements for commercial products or services.
5. Anything offered to a market by the business to satisfy customer needs, including physical products, services, and ideas.
6. The combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, at the right price in relation to other products and for the profitability of the company, with the correct support in terms of advertising, sales force etc.
7. The amount customer pay and the methods of increasing the value of the products to the customers.
8. The ongoing activities designed to support the primary function of a business and keep it operating efficiently.
11. The management of large amounts of money, especially by governments or large companies.
13. The action or process of keeping financial accounts.
14. The process of dealing with or controlling things or people.
15. The action or process of supplying goods to stores and other businesses that sell to consumers.

Down

1. The business function that creates or obtains product services for sale.
2. Using the needs of customers as the primary focus during the planning, production, pricing, distribution, and promotion of a product or service.
3. An activity that is intangible, exchanged directly from producer to consumer, and consumed at the time of production.
9. Moral rules or principles of behavior that should guide members of a profession or organization and make them deal honestly and fairly with each other and with their customer.
10. A unique group of prospective customers a business wants to serve and their locations.
12. Individuals who purchase products and services to satisfy needs.