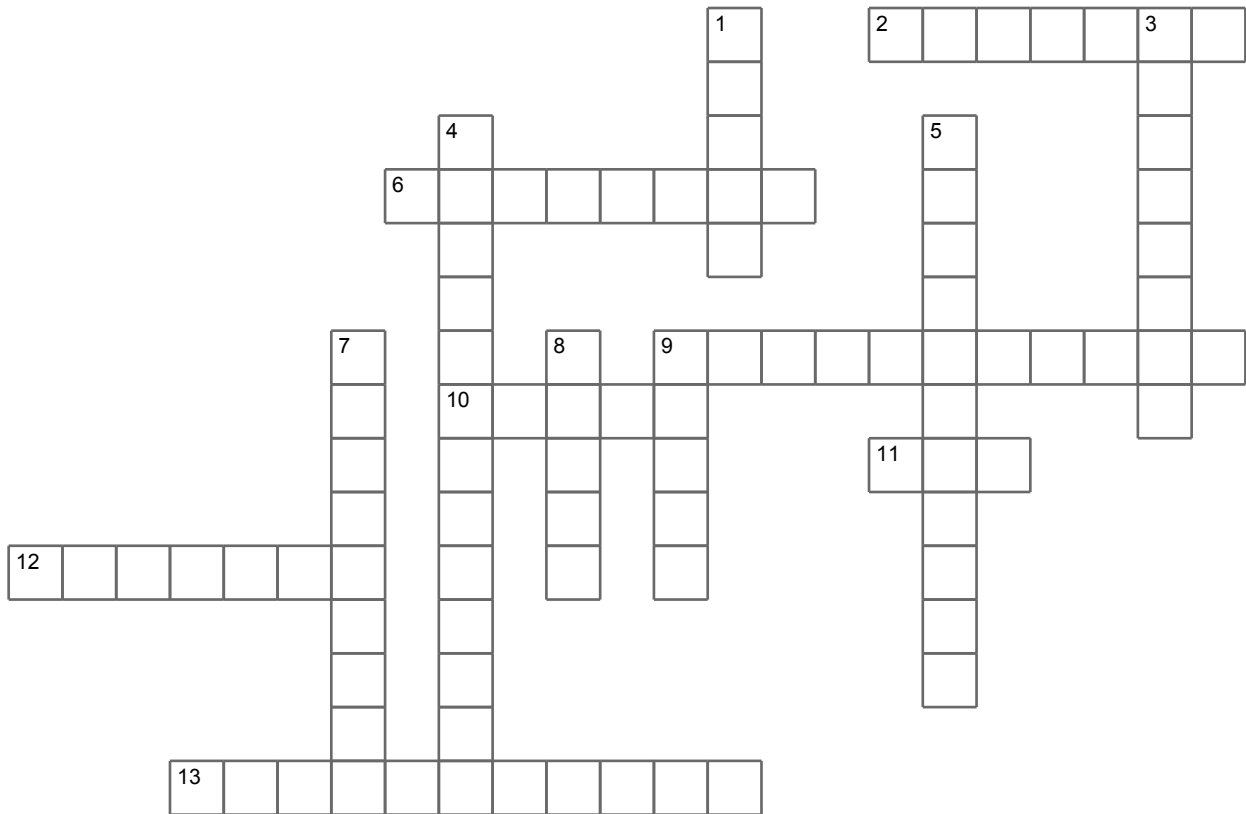


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Introduction to Marketing Crossword

Complete this crossword puzzle from the clues given below



## ACROSS

2. Goods or services produced by a business
6. Surveying a small group of a population to gain research insights
9. \_\_\_\_\_ pricing. Setting a low price to gain a higher share of a market
10. Product \_\_\_\_\_. Getting customers to buy a product for the first time
11. The marketing combination of product, price, promotion and place
12. Distribution \_\_\_\_\_. How a business gets its products to the end
13. Research designed to provide information about opinions, attitudes and behaviours

## DOWN

1. Any recognizable name, logo or symbol that identifies a product
3. Product or brand with a high share of a mature or declining market (4,3)
4. The group of consumers or customers aimed at by a business (6,6)
5. Paid-for communication, aimed at informing or persuading
7. A brand that is owned and promoted by retailers rather than manufacturers (3-5)
8. Marketing promotion that relies on word-of-mouth or online networks to spread the message
9. The part of the marketing mix that focuses on where a firm's products are sold

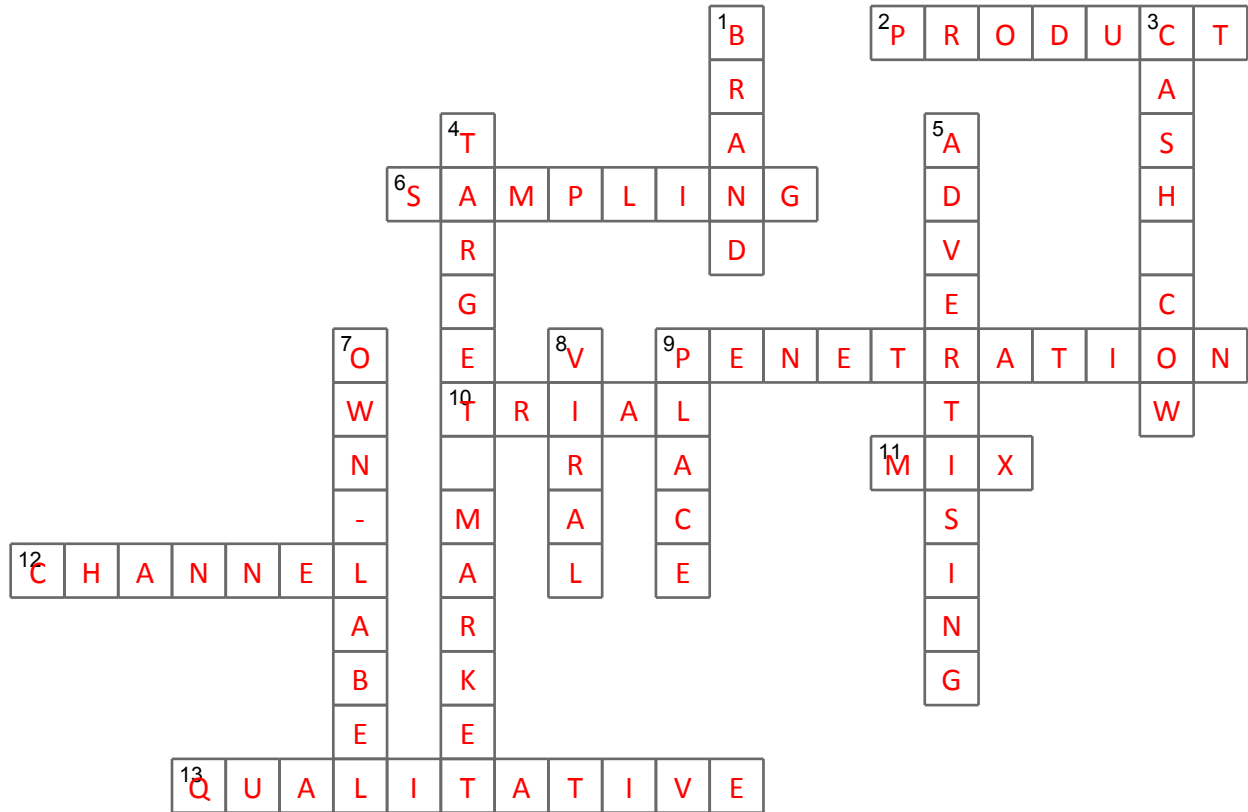
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