

Activity #1: WORKSHEET FOR STUDENTS

Marketing
Packaging
Placement
Premium
Price
Product
Promotion
Public relations
Purpose
Service

FILL-IN-THE-BLANK with the term they believe to be correct.

1. The object or end to be achieved is the _____.
2. The department of _____ is responsible for promoting a favorable image to the public.
3. A _____ is meeting a need with words or actions.
4. How you enclose and protect a product is _____.
5. _____ is the way you advertise your product.
6. The process of communicating the value of a product or service is _____.
7. Where you locate your product is _____.
8. The amount of money needed to buy or sell a product is its _____.