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 _____.	

LIVEWORKSHEETS