MARKETING MIX

Directions: Drag and drop the following words to complete the marketing terms.

Promotion **Market** **Marketing Mix** **Brand** **Price**
Packaging **Service** **Wants**

1. Where you locate your product is …….

2. ……. is the way you advertise your product.

3. How you enclose and protect a product is …….

4. A ……. is meeting a need in an intangible way with words or actions.

5. The amount of money needed to buy or sell a product is its ……

6. ……. are the decisions we make about the 4 P´s of Marketing.

7. Things that are not essential for living but make life more enjoyable are …….

8. What represents the quality and the ownership of a product is …….

LIVEWORKSHEETS