

THE MARKETING MIX

ACTIVITY 1

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

Promotion Market Positioning Brand Placement Price
Packaging Marketing Mix Service Wants

1. The people that a company aims to sell their products are called
2. Where you locate your product is
3. is the way you advertise your product.
4. How you enclose and protect a product is
5. A is meeting a need in an intangible way with words or actions.
6. The amount of money needed to buy or sell a product is its
7. are the decisions we make about the 4 P's of Marketing.
8. Things that are not essential for living but make life more enjoyable are
9. is when a brand name is the first in people's mind.
10. What represents the quality and the ownership of a product is