

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