# 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 .....

LIVEWORKSHEETS