

Mini Marketing Connections Puzzle Game

Instructions

Below there are FOUR sets of tables of 20 words or terms related to marketing. They have been jumbled into alphabetic order for you.

In these 20 words, there are 5 interrelated sets of four words/terms in each puzzle that are logically connected from a marketing perspective – such as: product, price, place, promotion.

Your task is to find all 5 related sets in each puzzle – good luck...

Mini Puzzle 1

Baby Boomers	CMO	TikTok	Manufacturers
Suppliers	Focus Groups	Observations	Retailers
Brand Manager	Experiments	Gen X	Marketing Analyst
Facebook	Millennials	Instagram	LinkedIn
Surveys	Gen Z	PR Manager	Wholesalers

Mini Puzzle 2

Television	Strengths	Cinema	Online
Department	Star	Convenience	Decline
Weaknesses	Threats	Outdoor	Introduction
Growth	Radio	Question Mark	Cash Cow
Dog	Maturity	Opportunities	Discount

Mini Puzzle 3

Behavioral	Psychographic	Product	Public Relations
Economic	Budget and Timetable	Geographic	Situation Analysis
Social	Advertising	Place	Technological
Demographic	Promotion	Political	Price
Marketing Objectives	SWOT	Sponsorships	Sales Promotions

Mini Puzzle 4

Please note that in this last mini puzzle, there are 4 words/terms left over, which can be rearranged into a key learning point for all marketers.

Occupation	Income	Russia	Click-Through Rate
Needs	Age	Physiological	Customer
Safety	Belonging	Meet	Return on Investment
China	Customer Lifetime Value	India	Important
Conversion Rate	Education	Self-Actualization	Brazil