

# Challenging Marketing Connections Puzzle Game

## Instructions

Below there is a table of 80 words or terms related to marketing. They have been jumbled into alphabetic order for you.

In these 80 words, there are **19 interrelated sets of four words/terms** that are logically connected from a marketing perspective - such as: product, price, place, promotion.

Your task is to find all 19 related sets - that will leave 4 words/terms left over, which can be rearranged into a key learning point for all marketers.

Good luck...

Action	Disconfirmation	Market Development	Problem Recognition
Affordability	Discounts	Market Penetration	Product Development
Alone	Diversification	Market Testing	Promoters
Attention	Early Adopters	Marketing Mix Development	Prospecting
Attitudes	Emotional	Mass	Psychological
Bargaining Power of Suppliers	Evaluation of Alternatives	Motivation	Rational
Closing	Expectations	Never	Reference Groups
Commercialization	Fear	Niche	Segmentation
Compete	Free Samples	Objective and Task	Segmented
Competitive	Handling Objections	On Price	Shopping
Competitive Parity	Humor	One-to-One	Social Class
Competitive Rivalry	Idea Generation	Passives	Specialty
Concept Development	Information Search	Perceived Performance	Subculture
Convenience	Innovators	Percentage of Sales	Targeting
Cost-Plus	Inseparability	Perception	Threat of New Entrants
Coupons	Intangibility	Perishability	Threat of Substitutes
Culture	Interest	Point of Purchase Displays	Unsought
Customer Satisfaction	Laggards	Positioning	Value-Based
Desire	Late Majority	Post-Purchase Evaluation	Variability
Detractors	Learning and Memory	Presentation	Willingness to Recommend