

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...

Advertising	Discount	Maturity	Retailers
Age	Dog	Meet	Return on Investment
Baby Boomers	Economic	Millennials	Russia
Behavioral	Education	Needs	Safety
Belonging	Experiments	Observations	Sales Promotions
Brand Manager	Facebook	Occupation	Self-Actualization
Brazil	Focus Groups	Online	Situation Analysis
Budget and Timetable	Gen X	Opportunities	Social
Cash Cow	Gen Z	Outdoor	Sponsorships
China	Geographic	Physiological	Star
Cinema	Growth	Place	Strengths
Click-Through Rate	Important	Political	Suppliers
CMO	Income	PR Manager	Surveys
Convenience	India	Price	SWOT
Conversion Rate	Instagram	Product	Technological
Customer	Introduction	Promotion	Television
Customer Lifetime Value	LinkedIn	Psychographic	Threats
Decline	Manufacturers	Public Relations	TikTok
Demographic	Marketing Analyst	Question Mark	Weaknesses
Department	Marketing Objectives	Radio	Wholesalers

