



***Business & Marketing Education Day
Vocabulary Match***

**Match the terms with the Six Flags Business & Marketing Day Information
(HINT: they will not all be used)**

1. Business & Marketing Students are part of a _____
 2. Combination of the following: lowest group rate, direct mail to high schools, special business presentations, tickets shipped in advance or pre-packaged _____
 3. Direct mail, website listing, educators conference _____
 4. Fun, presentations & education _____
 5. Group tickets are shipped in advance, held at Guest Relations _____
 6. Determined in part by operating costs _____
 7. To have a fun & educational experience at a great value _____
-

- A. Buying Motives – the reasons consumers decide what products & services to purchase
- B. Distribution – is how the product flows from producer to consumer
- C. Marketing – is the process of planning and executing the pricing, promotion, and distribution of ideas, goods, and services to create exchanges between buyers and sellers
- D. Marketing Mix – is the unique combination of pricing, promotion, product offerings and distribution system to reach a specific group of consumers
- E. Price – is determined by the demand for the goods and the cost of the goods
- F. Product – is the firm's good or services they are selling
- G. Promotion – any form of communication used to inform, persuade or remind
- H. Target Market – a specific group of consumers that have similar wants and needs

