



**Marketing Day  
Vocabulary Match**

**Match the terms with the Six Flags Great America 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 \_\_\_\_\_
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- 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

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