

**BINGO**  
**CTAE Resource Network, Curriculum Office**  
**March, 2009**

**Directions for the Instructor**

1. Print the bingo cards. Twenty six different cards are included. Print additional cards at random if needed. Cut each sheet to separate the cards. Cards may be laminated for durability.
2. Give each student a bingo card and chips, markers, or scrap paper. If paper is to be used, ask students to tear or cut 25 pieces of paper about one-half inch square. If the cards have been laminated, students can mark their cards with erasable markers.
3. Explain to the students that you will read the definitions to the class and that they should mark the correct answer on their card. Note that all cards do not have all the answers.
4. Read the definitions only, at random, from the definitions list. Mark the definitions that have been used. The student should place a chip on the cell with the correct response.
5. When a student has placed chips on 5 spaces in a row (diagonally, vertically, or horizontally) the student should call “Bingo”. Ask the winning student to call out their answers. Check their answers to make sure those definitions have been used.

**Optional Bingo Variations:**

- T-Bingo: The card must be marked in the shape of a “T” to call Bingo.

5

Name: \_\_\_\_\_

Retailer	Wholesale Distributor	Account Executive	Media Buyer	Webmaster
Brand Manager	Retailer	Advertising Sales Director	New Product Planner	Copywriter
Social Media Marketer	Direct Response Marketer	Freelance	Sales Promotion Manager	Search Engine Marketing
Systems Analyst	Call Center Agent	Non-Profit Organization	Distribution Manager	Business Data Analyst
Technical Support Specialist	International Marketer	Customer Service Representative	Marketing Communications Manager	Public Relations Specialist

- Corners Bingo: The four outer corners of the card must be marked to get Bingo.

**5** Name: \_\_\_\_\_

Market Researcher	Web Product Manager	Account Executive	Media Buyer	Webmaster
Brand Manager	Retailer	Advertising Sales Director	New Product Planner	Copywriter
Social Media Marketer	Direct Response Marketer	<b>Free Space</b>	Sales Promotion Manager	Search Engine Marketing
Systems Analyst	Call Center Agent	Non-Profit Organization	Distribution Manager	Business Data Analyst
Technical Support Specialist	International Marketer	Customer Service Representative	Marketing Communications Manager	Public Relations Specialist

- U-Bingo: The card must be marked in the shape of a “U” to call Bingo.

**5** Name: \_\_\_\_\_

Market Researcher	Web Product Manager	Account Executive	Media Buyer	Webmaster
Brand Manager	Retailer	Advertising Sales Director	New Product Planner	Copywriter
Social Media Marketer	Direct Response Marketer	<b>Free Space</b>	Sales Promotion Manager	Search Engine Marketing
Systems Analyst	Call Center Agent	Non-Profit Organization	Distribution Manager	Business Data Analyst
Technical Support Specialist	International Marketer	Customer Service Representative	Marketing Communications Manager	Public Relations Specialist

Definition	Correct Response
Determines and analyzes consumer buying behavior through research. Study of the requirements of specific markets, the acceptability of products, and methods of developing and exploiting new markets.	Market Researcher
A charity or service organization that does not seek to make a profit.	Non-profit Organization
Determines and implements techniques for marketing specific products; may perform all outbound marketing activities. May also perform all activities related to schedule and resource management.	Product Manager
A merchant who sells goods directly to a consumer.	Retailer
The sale of merchandise on the Internet and through other electronic means.	Online Retail (E-tail)
Sells products, generally in large quantities, to retailers.	Wholesaler
Offers assistance to businesses for boosting sales, perfecting customer service, licensing products, etc.	Marketing Consultant
Studies market research and determines how to best place a new product or service into the market.	New Product Planner
Provides guidance to managers faced with marketing problems.	Systems Analyst
Plans and directs all aspects of the distribution of goods.	Distribution Manager
Solicits consumer response to advertising and markets to the consumer based on this contact.	Direct Response Marketer

<p>Buys media space and assists with advertising campaigns.</p>	<p>Media Buyer</p>
<p>Sales representative; given to higher level sales staff and usually have direct responsibility for the dealings with one or more high volume customers or clients.</p>	<p>Account Executive</p>
<p>Plans and distributes information about a business to promote a positive image of the company.</p>	<p>Public Relations Specialist</p>
<p>Promotes the company's product to clients in foreign countries.</p>	<p>International Marketer</p>
<p>Manages a company's Web presence and ratings on search engines.</p>	<p>Search Engine Marketer</p>
<p>Plans and directs marketing of specific brands within a company.</p>	<p>Brand Manager</p>
<p>Produces, implements, and manages communications programs to publicize the company, products, and services.</p>	<p>Marketing Communications Manager</p>
<p>Develops plans to implement sales promotion in business including budgeting, timeline, and planning.</p>	<p>Sales Promotion Manager</p>
<p>Develops, implements, and manages the company's advertising strategy, both from a business, sales and technical perspective. Also develop budgets and projections for advertising.</p>	<p>Advertising Sales Director</p>
<p>Utilizes social media to market goods or services to consumers; need to have a genuine curiosity/interest in social media, particularly on how it influences human relationships and business practices.</p>	<p>Social Media Marketer</p>
<p>Calls prospective customers and attempts to sell a good or service.</p>	<p>Call Center Agent (outbound)</p>
<p>Gathers, studies, and analyzes data; creates reports for use in developing business strategies.</p>	<p>Business Data Analyst</p>

Creates designs for product displays.	Exhibit Display Designer
Markets and manages products through leasing.	Leasing Specialist
Manages the marketing of goods and services on the Web.	Web Product Manager
Develops and enhances the operation of the company's Web.	Webmaster
Produces content for advertisements.	Copywriter
Assists consumers with products marketed by the company.	Technical Support Specialist
Provides assistance to customers with questions or concerns.	Customer Service Representative

1

Name: \_\_\_\_\_

Retailer	Online Retail (E-Tail)	Wholesaler	Marketing Consultant	New Product Planner
Systems Analyst	Distribution Manager	Direct Response Marketer	Media Buyer	Public Relations Specialist
International Marketer	Search Engine Marketer	<b>Free Space</b>	Brand Manager	Marketing Communications Manager
Sales Promotion Manager	Copywriter	Business Data Analyst	Exhibit Display Designer	Leasing Specialist
Web Product Manager	Webmaster	Technical Support Specialist	Customer Service Representative	Product Manager

2

Name: \_\_\_\_\_

Sales Promotion Manager	Market Researcher	Systems Analyst	Non-Profit Organization	Product Manager
Marketing Consultant	International Marketer	Brand Manager	Exhibit Display Designer	New Product Planner
Technical Support Specialist	Wholesaler	<b>Free Space</b>	Public Relations Specialist	Webmaster
Account Executive	Customer Service Representative	Media Buyer	Retailer	Leasing Specialist
Direct Response Marketer	International Marketer	Online Retail (E-Tail)	Marketing Communications Manager	Search Engine Marketer

3

Name: \_\_\_\_\_

Market Researcher	Customer Service Representative	Systems Analyst	Non-Profit Organization	Product Manager
Brand Manager	Sales Promotion Manager	Marketing Consultant	Marketing Communications Manager	Advertising Sales Director
Copywriter	Webmaster	<b>Free Space</b>	Direct Response Marketer	Account Executive
Social Media Marketer	New Product Planner	Distribution Manager	Non-Profit Organization	Search Engine Marketer
Product Manager	Call Center Agent	Public Relations Specialist	Leasing Specialist	Wholesaler

4

Name: \_\_\_\_\_

Technical Support Specialist	Systems Analyst	Search Engine Marketer	Online Retail (E-Tail)	Brand Manager
Direct Response Marketer	Exhibit Display Designer	Call Center Agent	Marketing Consultant	International Marketer
Wholesaler	Account Executive	<b>Free Space</b>	Web Product Manager	Retailer
Advertising Sales Director	Product Manager	Leasing Specialist	Social Media Marketer	New Product Planner
Market Researcher	Public Relations Specialist	Non-Profit Organization	Media Buyer	Distribution Manager

5

Name: \_\_\_\_\_

Market Researcher	Web Product Manager	Account Executive	Media Buyer	Webmaster
Brand Manager	Retailer	Advertising Sales Director	New Product Planner	Copywriter
Social Media Marketer	Direct Response Marketer	<b>Free Space</b>	Sales Promotion Manager	Search Engine Marketer
Systems Analyst	Call Center Agent	Non-Profit Organization	Distribution Manager	Business Data Analyst
Technical Support Specialist	International Marketer	Customer Service Representative	Marketing Communications Manager	Public Relations Specialist

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Name: \_\_\_\_\_

Webmaster	Online Retail (E-Tail)	Call Center Agent	Customer Service Representative	Marketing Consultant
Wholesaler	Leasing Specialist	Business Data Analyst	Non-Profit Organization	Media Buyer
International Marketer	Retailer	<b>Free Space</b>	Exhibit Display Designer	Technical Support Specialist
Systems Analyst	Social Media Marketer	Copywriter	Market Researcher	Distribution Manager
Product Manager	Marketing Communications Manager	Advertising Sales Director	Web Product Manager	Sales Promotion Manager



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Name: \_\_\_\_\_

Product Manager	Copywriter	Account Executive	International Marketer	Search Engine Marketer
Brand Manager	Retailer	Direct Response Marketer	Technical Support Specialist	Marketing Communications Manager
Webmaster	Systems Analyst	<b>Free Space</b>	Market Researcher	Media Buyer
New Product Planner	Non-profit Organization	Call Center Agent	Exhibition Display Designer	Account Executive
Marketing Consultant	Web Product Manager	Advertising Sales Director	Online Retail (E-Tail)	Social Media Marketer

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Name: \_\_\_\_\_

Leasing Specialist	Marketing Consultant	New Product Planner	International Marketer	Systems Analyst
Customer Service Representative	Brand Manager	Exhibit Display Designer	Public Relations Specialist	Business Data Analyst
Social Media Marketer	Account Executive	<b>Free Space</b>	Web Product Manager	Search Engine Marketer
Social Media Marketer	Account Executive	Call Center Agent	Copywriter	Online Retail (E-Tail)
Marketing Researcher	Sales Promotion Manager	Product Manager	Technical Support Specialist	Retailer

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Name: \_\_\_\_\_

Public Relations Specialist	Brand Manager	Online Retail (E-Tail)	Call Center Agent	Webmaster
Marketing Consultant	Systems Analyst	Distribution Manager	Account Executive	Sales Promotion Manager
Advertising Sales Director	Customer Service Representative	<b>Free Space</b>	Technical Support Specialist	Wholesaler
Web Product Manager	Exhibit Display Designer	Marketing Communications Manager	Business Data Analyst	Retailer
Leasing Specialist	Direct Response Manager	Market Researcher	Media Buyer	Non-Profit Organization

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Name: \_\_\_\_\_

Public Relations Specialist	International Marketer	Search Engine Marketer	Web Product Manager	New Product Planner
Social Media Marketer	Business Data Analyst	Webmaster	Marketing Consultant	Customer Service Representative
Direct Response Manager	Product Manager	<b>Free Space</b>	Retailer	Marketing Communications Manager
Advertising Sales Director	Copywriter	Media Buyer	Call Center Agent	Non-Profit Organization
Technical Support Specialist	Wholesaler	Leasing Specialist	Market Researcher	Account Executive

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Name: \_\_\_\_\_

Customer Service Representative	Search Engine Marketer	Social Media Marketer	Public Relations Specialist	Sales Promotion Manager
Media Buyer	Wholesaler	Leasing Specialist	Marketing Communications Manager	Business Data Analyst
Copywriter	International Marketer	<b>Free Space</b>	Direct Response Marketer	New Product Planner
Advertising Sales Director	Distribution Manager	Product Manager	Technical Support Specialist	Online Retail (E-Tail)
Non-Profit Organization	Webmaster	Exhibit Display Designer	Systems Analyst	Brand Manager

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Name: \_\_\_\_\_

Distribution Manager	Product Manager	Leasing Specialist	Sales Promotion Manager	Direct Response Marketer
Advertising Sales Director	Systems Analyst	New Product Planner	Marketing Consultant	Copywriter
Brand Manager	Public Relations Specialist	<b>Free Space</b>	International Marketer	Search Engine Marketer
Wholesaler	Webmaster	Online Retail (E-Tail)	Retailer	Technical Support Specialist
Exhibit Display Designer	Web Product Manager	Business Data Analyst	Account Executive	Customer Service Representative

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Name: \_\_\_\_\_

Customer Service Representative	Technical Support Specialist	Web Product Manager	Account Executive	Media Buyer
Product Manager	Marketing Communications Manager	Market Researcher	Public Relations Specialist	Marketer
Retailer	Sales Promotion Manager	<b>Free Space</b>	Call Center Agent	Advertising Sales Director
Online Retail (E-Tail)	New Product Planner	Systems Analyst	Distribution Manager	Direct Response Marketer
Search Engine Marketer	Business Data Analyst	Non-Profit Organization	International Marketer	Exhibit Display Designer

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Name: \_\_\_\_\_

Account Executive	Business Data Analyst	Online Retail (E-Tail)	Search Engine Marketer	Wholesaler
Brand Manager	Technical Support Specialist	Market Researcher	Marketing Communications Manager	Customer Service Representative
Retailer	Copywriter	<b>Free Space</b>	Public Relations Specialist	International Marketer
Product Manager	Non-Profit Organization	Media Buyer	Call Center Agent	Marketing Consultant
Advertising Sales Director	Webmaster	Sales Promotion Manager	Web Product Manager	Social Media Marketer

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Name: \_\_\_\_\_

Leasing Specialist	Exhibit Display Designer	Call Center Agent	Social Media Marketer	Advertising Sales Director
Marketing Communications Manager	New Product Planner	Media Buyer	Systems Analyst	Non-Profit Organization
Product Manager	Public Relations Specialist	<b>Free Space</b>	Distribution Manager	Copywriter
Account Executive	Market Researcher	Webmaster	Customer Service Representative	Brand Manager
Online Retail (E-Tail)	Wholesaler	Direct Response Marketer	Retailer	Marketing Consultant

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Name: \_\_\_\_\_

Direct Response Marketer	Business Data Analyst	Distribution Manager	Exhibit Display Designer	Non-Profit Organization
International Marketer	Call Center Agent	Media Buyer	Account Executive	Wholesaler
Search Engine Marketer	Market Researcher	<b>Free Space</b>	Public Relations Specialist	Brand Manager
Marketing Consultant	Marketing Communications Manager	New Product Planner	Sales Promotion Manager	Systems Analyst
Leasing Specialist	Web Product Manager	Social Media Marketer	Webmaster	Copywriter

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Name: \_\_\_\_\_

Webmaster	Social Media Marketer	Marketing Communications Manager	Public Relations Specialist	Copywriter
Business Data Analyst	Call Center Agent	Brand Manager	Advertising Sales Director	Wholesaler
Media Buyer	Customer Service Representative	<b>Free Space</b>	Direct Response Marketer	International Marketer
Account Executive	Online Retail (E-Tail)	Marketing Consultant	Product Manager	Retailer
Technical Support Specialist	New Product Planner	Search Engine Marketer	Non-Profit Organization	Web Product Manager

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Name: \_\_\_\_\_

Online Retail (E-Tail)	Exhibit Display Designer	Product Manager	Call Center Agent	Wholesaler
Media Buyer	Account Executive	Retailer	Leasing Specialist	Public Relations Specialist
International Marketer	Search Engine Marketer	<b>Free Space</b>	Direct Response Marketer	Business Data Analyst
Marketing Consultant	Distribution Manager	Technical Support Specialist	Webmaster	Brand Manager
Marketing Communications Manager	Customer Service Representative	Systems Analyst	Sales Promotion Manager	Non-Profit Organization

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Name: \_\_\_\_\_

Web Product Manager	Retailer	Call Center Agent	Product Manager	Public Relations Specialist
Marketing Consultant	Webmaster	Social Media Marketer	International Marketer	Business Data Analyst
Exhibit Display Designer	Leasing Specialist	<b>Free Space</b>	Non-Profit Organization	Direct Response Marketer
New Product Planner	Search Engine Marketer	Advertising Sales Director	Copywriter	Systems Analyst
Brand Manager	Distribution Manager	Sales Promotion Manager	Market Researcher	Technical Support Specialist

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Name: \_\_\_\_\_

Systems Analyst	Distribution Manager	Customer Service Representative	Web Product Manager	Account Executive
Marketing Communications Manager	Sales Promotion Manager	Technical Support Specialist	Search Engine Marketer	Media Buyer
New Product Planner	Marketing Consultant	<b>Free Space</b>	Market Researcher	Business Data Analyst
Online Retail (E-Tail)	Leasing Specialist	Advertising Sales Director	Copywriter	Social Media Marketer
Exhibit Display Designer	Public Relations Specialist	Social Media Marketer	Webmaster	Copywriter

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Name: \_\_\_\_\_

Brand Manager	Marketing Communications Manager	Distribution Manager	Non-Profit Organization	Call Center Agent
Leasing Specialist	Direct Response Manager	Product Manager	New Product Planner	Webmaster
Systems Analyst	Online Retail (E-Tail)	<b>Free Space</b>	Advertising Sales Director	Copywriter
Social Media Marketer	Sales Promotion Manager	Customer Service Representative	Technical Support Specialist	Market Researcher
Web Product Manager	Retailer	Exhibit Display Designer	Marketing Consultant	Wholesaler

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Name: \_\_\_\_\_

Leasing Specialist	Wholesaler	Marketing Communications Manager	Public Relations Specialist	Exhibit Display Designer
Market Researcher	Brand Manager	Account Executive	Webmaster	Online Retail (E-Tail)
Advertising Sales Director	Search Engine Marketer	<b>Free Space</b>	Social Media Marketer	International Marketer
Media Buyer	Systems Analyst	Copywriter	Non-Profit Organization	Technical Support Specialist
Business Data Analyst	Product Manager	Sales Promotion Manager	Retailer	Call Center Agent



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Name: \_\_\_\_\_

New Product Planner	Leasing Specialist	Market Researcher	Non-Profit Organization	Distribution Manager
Marketing Communications Manager	Media Buyer	Public Relations Specialist	Call Center Agent	Brand Manager
Retailer	Business Data Analyst	<b>Free Space</b>	Product Manager	Account Executive
Web Product Manager	Search Engine Marketer	Marketing Consultant	Social Media Marketer	Exhibit Display Designer
Direct Response Marketer	Technical Support Specialist	International Marketer	Customer Service Representative	Systems Analyst

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Name: \_\_\_\_\_

Customer Service Representative	Search Engine Marketer	Brand Manager	Sales Promotion Manager	Retailer
Marketing Consultant	Advertising Sales Director	Direct Response Marketer	Webmaster	New Product Planner
Market Researcher	Media Buyer	<b>Free Space</b>	Public Relations Specialist	Product Manager
Wholesaler	Account Executive	Business Data Analyst	International Marketer	Systems Analyst
Web Product Manager	Online Retail (E-Tail)	Exhibit Display Designer	Leasing Specialist	Copywriter

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Name: \_\_\_\_\_

Advertising Sales Director	Account Executive	Media Buyer	Social Media Marketer	Marketing Consultant
New Product Planner	Retailer	Sales Promotion Manager	Product Manager	Call Center Agent
Market Researcher	Search Engine Marketer	<b>Free Space</b>	Non-Profit Organization	Distribution Manager
Copywriter	Brand Manager	Direct Response Marketer	Business Data Analyst	Marketing Communications Manager
Systems Analyst	Online Retail (E-Tail)	Leasing Specialist	Wholesaler	Exhibit Display Designer

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Name: \_\_\_\_\_

Web Product Manager	Distribution Manager	International Marketer	Marketing Consultant	Media Buyer
Product Manager	Social Media Marketer	Webmaster	Advertising Sales Director	Wholesaler
Public Relations Specialist	Customer Service Representative	<b>Free Space</b>	Copywriter	Account Executive
Market Researcher	Call Center Agent	Technical Support Specialist	Leasing Specialist	Retailer
Direct Response Marketer	Systems Analyst	Search Engine Marketer	New Product Planner	New Product Planner