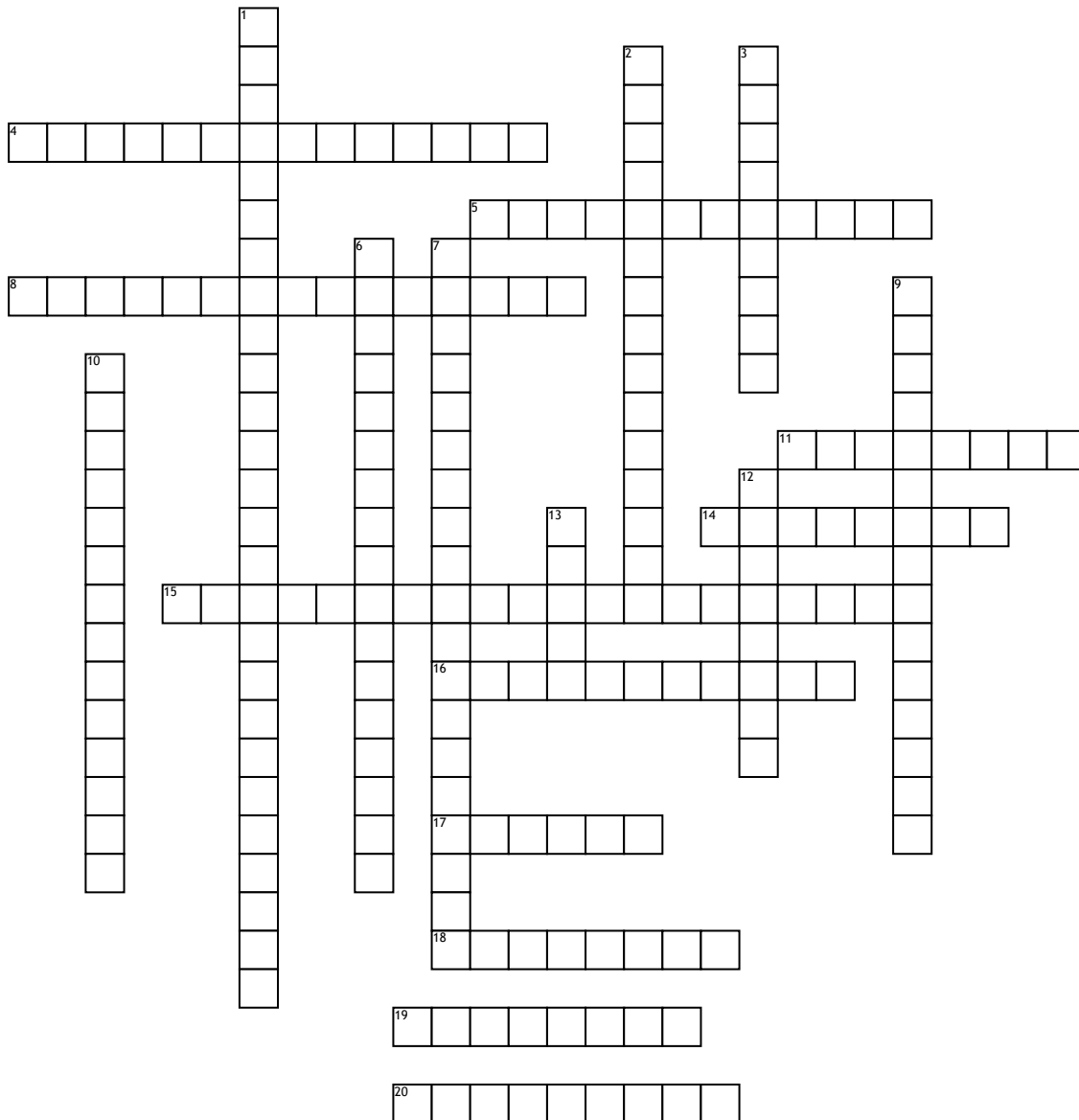


Marketing Chapter 15 Anstey



Across

4. how the message will be distributed
5. Specific combination of promotional methods such as print or broadcast advertising, direct marketing, personal selling, point of sale display, merchandising, etc. used for one product or a family of products.
8. the professional maintenance of a favourable public image by a company or other organization or a famous person
11. when the sender converts an idea into a message that the receiver can understand
14. the receiver's response to the message
15. the transfer of a message from a sender to a receiver
16. any form of paid, non-personal communication that uses mass media to deliver a marketer's message to an audience
17. the source of the message being sent, the who in the communication process

18. an intangible asset that arises when one company purchases another for a premium value. The value of a company's brand name, solid customer base, good customer relations, good employee relations, and any patents or proprietary technology

19. the person or persons to whom the message is directed or any person who understands the message that is sent

20. any non paid communication about a product, service, company, or cause

Down

1. any person-to-person exchange
2. an outline of the marketing tools, strategies and resources that a company intends to use to promote a product or service
3. Any form of communication that a company uses to inform, persuade, and remind consumers about its products or services.
6. attempts to reach a wide audience, sometimes millions of people through mass media such as television, radio, magazines, and newspapers

7. refers to anything that can be seen by the customer inside and outside a store, includes displays, decorations, signs and layout of space. the overall purpose is to get customers to come into the store and spend money

9. person to person communication with a potential customer in an effort to inform, persuade, or remind the customer to purchase an organization's products or services

10. one level or type of marketing aimed either at the consumer or at the distribution channel- it is used to introduce new products, clear out inventories, attract traffic, and to lift sales temporarily

12. the process by which the receiver interprets the transmitted language and symbols to comprehend the message

13. any distracting information in the transmission, the message channel, or the receiver's environment that may inhibit or distract from the message