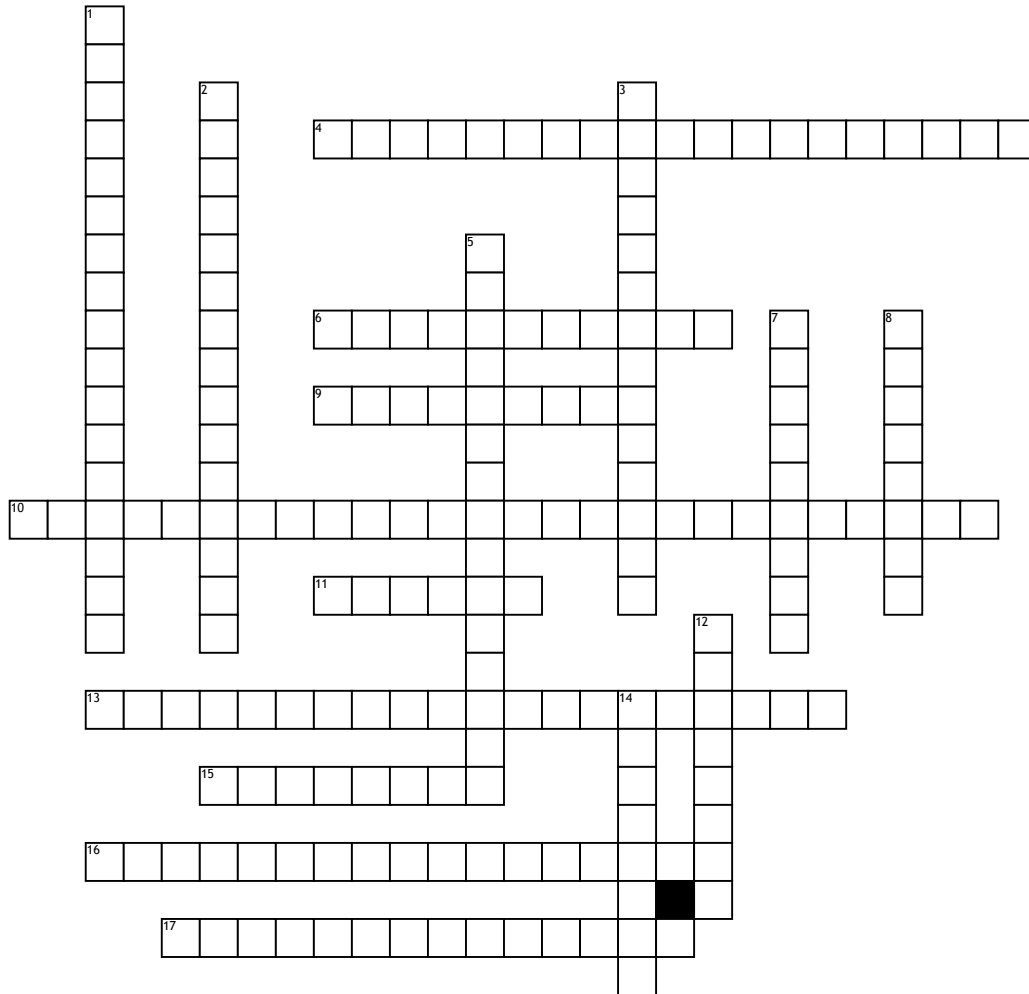


Name: \_\_\_\_\_

# Marketing Chapter 15



## Across

- 4. Putting the Message into language or symbols that are familiar to the receiver
- 6. An activity that offers consumers a direct incentive to buy a good or service
- 9. Any form of communication used to inform/persuade/remind consumers about the product
- 10. Person to Person Communication
- 11. Source of originator of the message in the communication process
- 13. the transfer of a message from a sender to a receiver to facilitate an exchange

## Word Bank

PersonalSelling  
PromotionalPlan  
MassCommunication  
Decoding  
InterpersonalCommunication  
Encoding

- 15. The medium the sender chooses to transmit the message
- 16. Paid form of non personal communication
- 17. inference that can cause the messenger to be interpreted by the receiver incorrectly

## Down

- 1. Involves communicating to large audiences
- 2. Carefully arranged sequence of promotions
- 3. Blend of promotional elements of advertising, personal selling, publicity, and sales promotion into a strategy for delivering a message to a market

Receiver  
Goodwill  
Sender  
PromotionalMix  
MessageChannel  
CommunicationProcess

- 5. Two or more people in some kind of person/person exchange
- 7. Non paid form of communication about a business
- 8. the customers positive feelings about an organization
- 12. Interpreting the message or symbols and converting them into concepts and ideas
- 14. person or person's whom the message is directed

Publicity  
Advertising  
Promotion  
Visual merchandising  
MassCommunication