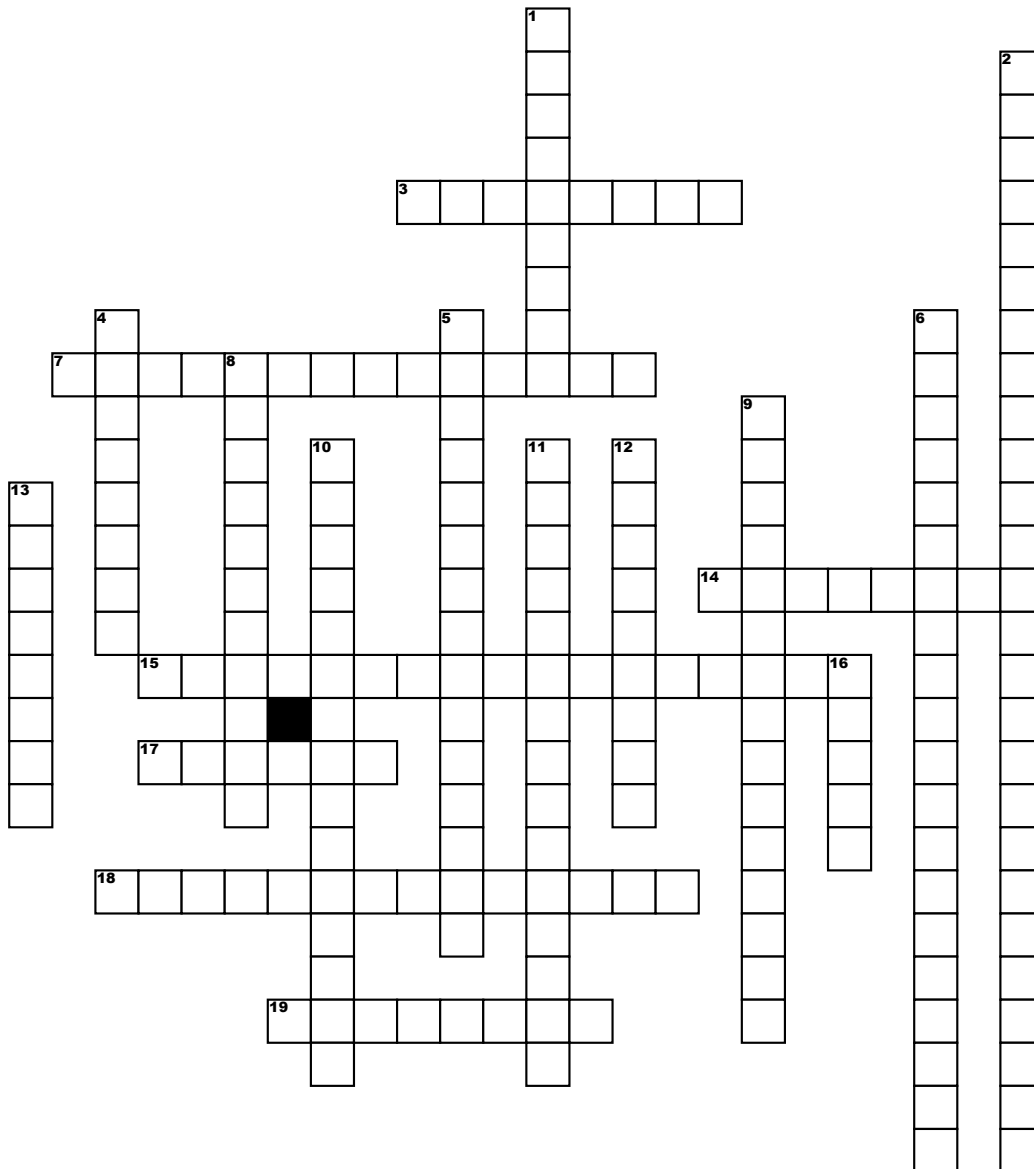


Marketing Chapter 15



Across

- 3.** means interpreting the message or symbols and converting them into concepts and ideas.
- 7.** the medium the sender chooses to transmit the message.
- 14.** the customers positive feelings about an organization, product, or service
- 15.** involves communicating to huge audiences, usually through mass media such as magazines, radio, television, or newspapers.
- 17.** the source or originator of the message in the communication process.
- 18.** a blend of the promotional elements of advertising, personal selling, publicity, and sales promotion into a strategy for delivering a message to the target market.
- 19.** putting the message into language or symbols that are familiar to the intended receiver.

Down

- 1.** any form of communication used to inform, persuade, and remind consumers about an organization's products or services.
- 2.** involves two or more people in some kind of person-to-person exchange.
- 4.** the person or persons to whom the encoded message is directed.
- 5.** activities or materials that offer consumers a direct incentive to buy a good or service.
- 6.** the transfer of a message from a sender to a receiver.
- 8.** any paid form of nonpersonal communication sent through a mass medium by an organization about its products or services.
- 9.** a carefully arranged sequence of promotions designed around a common theme responsive to specific objectives.

- 10.** planned communication efforts to build goodwill and develop a favorable relationship with the public.
- 11.** person-to-person communication with potential customers in an effort to inform, persuade or remind them to purchase an organization's products or services.
- 12.** a nonpaid form of communication about a business or organization that is transmitted through a mass medium.
- 13.** the receiver's reaction or response to the source's message.
- 16.** interference that can cause the message to be interpreted by the receiver incorrectly.