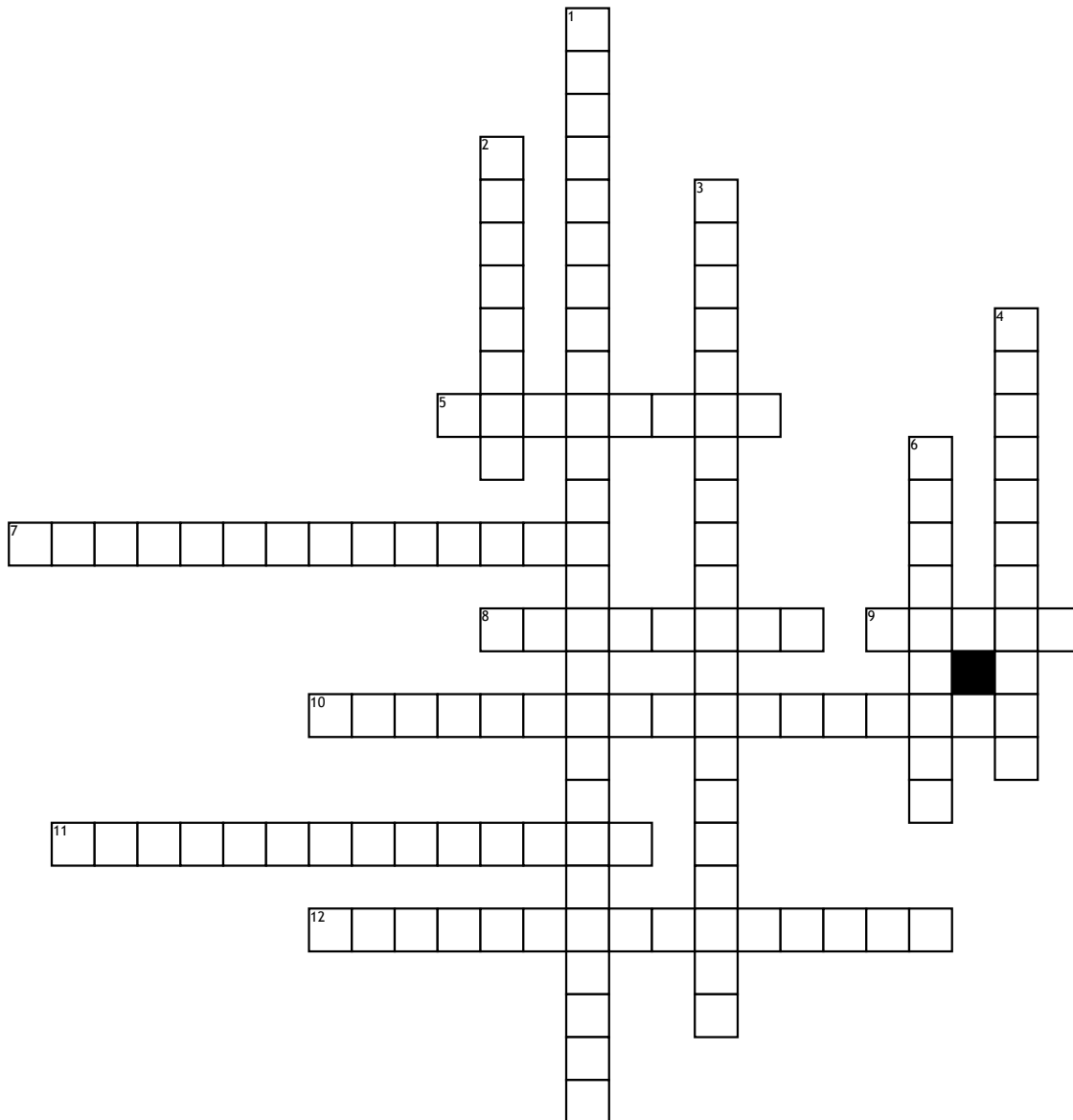


Name: _____

Date: _____

Marketing Puzzle



Across

- 5. putting the message into language or symbols that are familiar to the intended receiver
- 7. the medium the sender chooses to transmit the message
- 8. the customers positive feelings about an organization, product, or service.
- 9. interference that can cause the message to be interpreted incorrectly
- 10. communicating to huge audiences, usually through mass media such as magazines, radio, tv, and newspaper

- 11. 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
- 12. person to person communication with potential customers in an effort to inform, persuade, or remind them to purchase an organization's products or services

Down

- 1. two or more people in some kind of person-to-person exchange

- 2. interpreting the message or symbols and converting them into concepts and ideas
- 3. the transfer of a message from a sender to a receiver
- 4. any paid form of non-personal communications sent through a mass medium by an organization about its products.
- 6. any form of communication used to inform, persuade, or remind consumers about an organizations goods or services