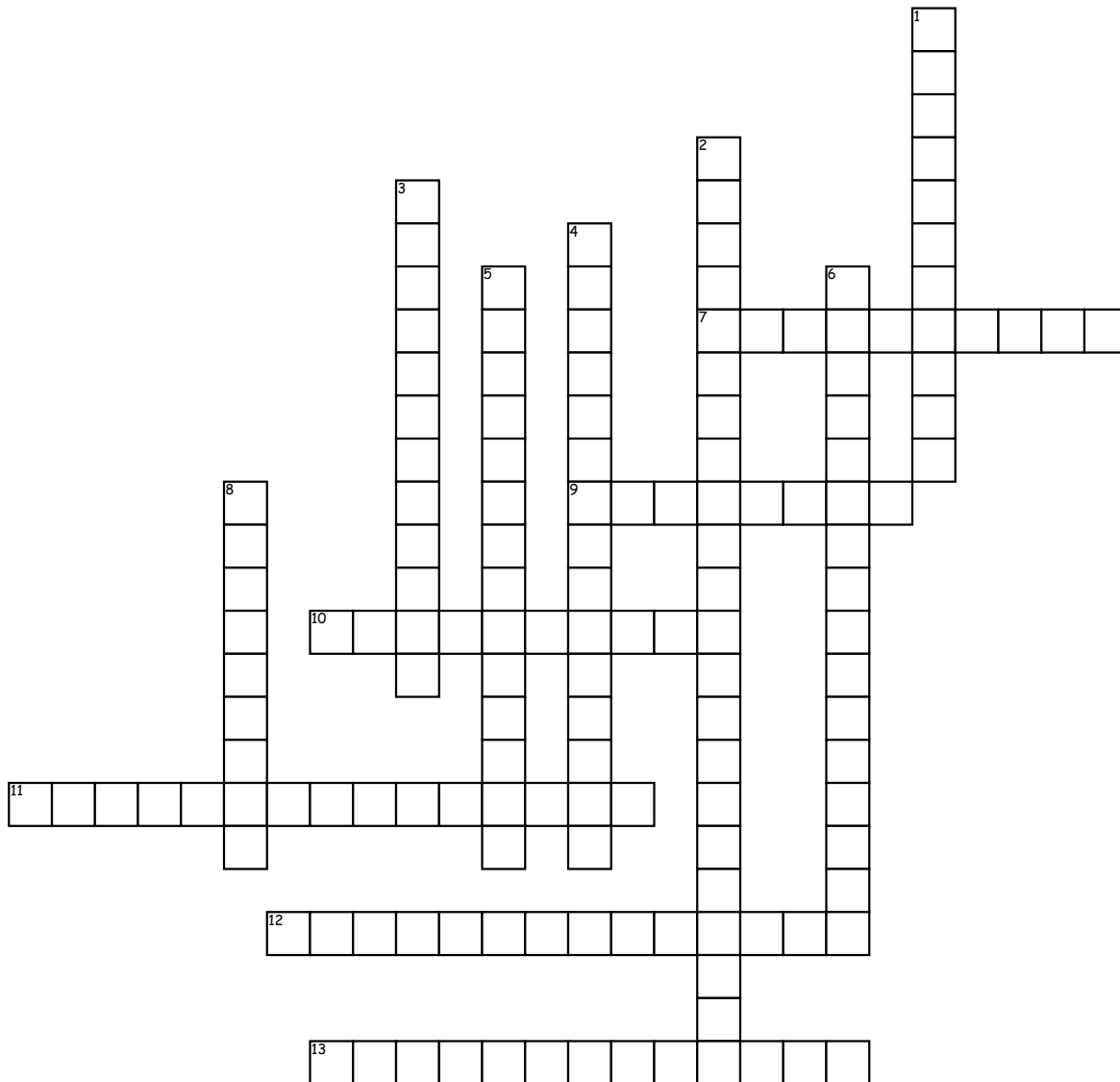


Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

# Marketing Standard 12 Crossword



## **Across**

7. Refers to the point in which an ad is viewed once by a person

9. The listeners of a public event or meeting

10. Gathering and publishing news in the form of newspapers or magazines.

11. The maintenance of a favorable public image by a company or other organization or a famous person.

12. The process of persuading a potential customer to buy the product.

13. To determine the best combination of media to achieve the objectives

## **Down**

1. The activity of showcasing a product or service

2. Advertisement of a products ethics/values

3. One element includes advertisement

4. When businesses use people to sell the product after meeting face-to-face with the customer

5. To transmit information immediately to the widest possible audience

6. Communicating for a product or advertisement

8. The rate at which something occurs or is repeated over a particular period of time