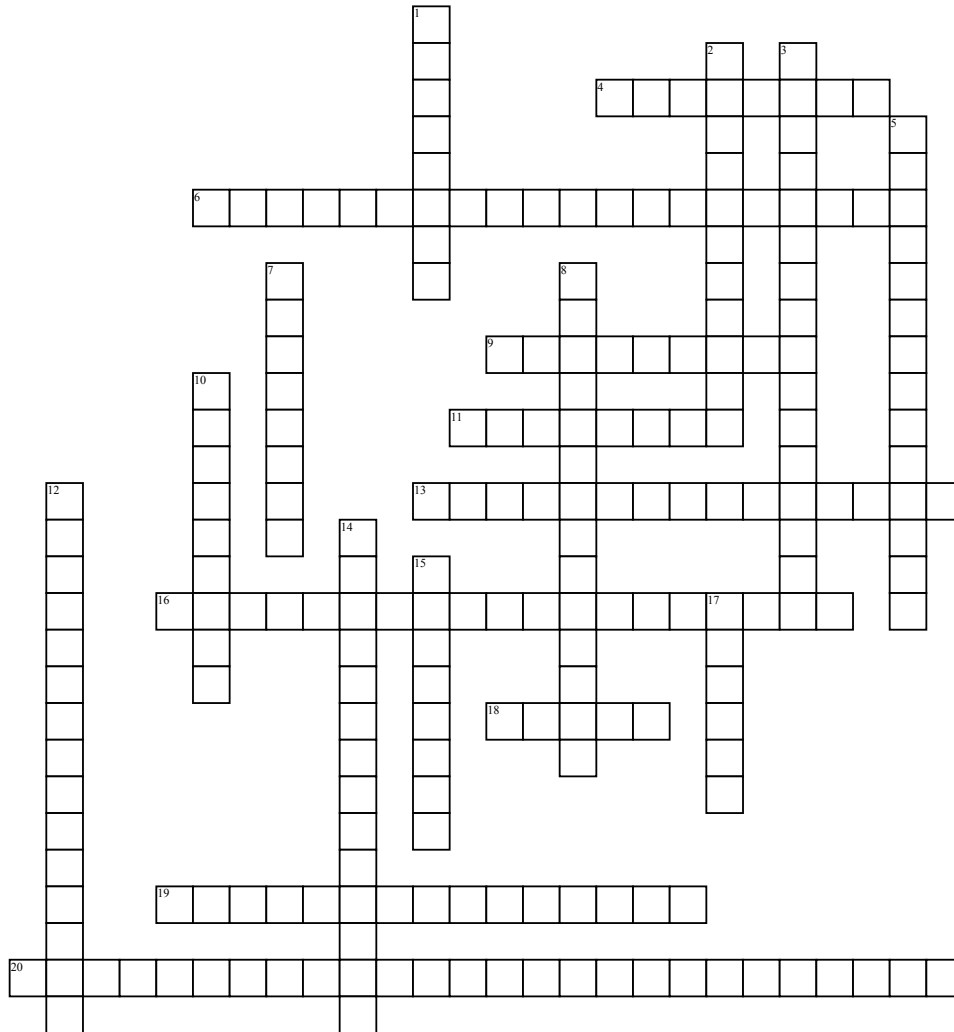


Name: \_\_\_\_\_

# Marketing



## Across

4. The receivers reaction to the message
6. The transfer of a message from a sender to a receiver
9. Communication to remind consumers about a company's product or service.
11. Interpreting the message
13. person to person communication involving a potential customer
16. point of sale displays

18. A problem that may make the receiver interpret incorrectly
19. promotions designed around a common theme
20. COmmunication between two or more people

## Down

1. Putting the Message in a way the receiver will understand
2. Paid form of nonpersonal communication
3. Communication to huge audiences

5. The way the sender chooses to transmit the message
7. Customers positive feelings
8. mix of promotional elements
10. nonpaid communication about a business
12. selling to a potential customer
14. direct incentive to buy a good or service
15. The person the message is directed to
17. Source of a message

## Word Bank

- |                  |                    |                       |                             |
|------------------|--------------------|-----------------------|-----------------------------|
| Message Channel  | Mass Communication | Goodwill              | Decoding                    |
| Personal Selling | Advertising        | Communication Process | Sales promotion             |
| Publicity        | Receiver           | Public relations      | Visual merchandising        |
| Sender           | Promotion          | Promotional mix       | Feedback                    |
| Encoding         | Noise              | Promotional plan      | Interpersonal communication |