

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

Date: \_\_\_\_\_

# Promotional Processes in Marketing

J C R L P D F Z G Y R Z N M M Q D N J U A L N J  
J O P N I A T K F O Z X D V V M X I W D D V W A  
K B S D H G Q G G Z O R Q T I Y T F U I K Y M E  
P Z V N G E K J Q C N Y R I P C T J S G M F U K  
T N Y P H M O T D C X M D R O D F K L D N Q L Y  
M P R O M O T I O N A L M I X R B M E J O U W V  
F U I E C K D K M S D P Q X R U Q D N S I A M N  
W E S S N X N I D O U T V L P T O A N C T I Y Y  
U E E C J L V F U U E O M C E I D N A B O A G L  
L A E D U U W V S R B S K O N A L A H K M E P F  
S E S X B K H J K C G M I T S E I L C B O T M A  
T D J U C A S B G E O M L O I C O K E D R O G M  
P T V F D B C K M U I V I T N N I Q G Z P E N O  
M U Q B M P W K N U C S S G U U L G A M A K I F  
T P E C N O C L L U P H S U P U F V S T U I D G  
R E V I E C E R I D N A M E G M T L S N B G O L  
Z X J E G N I D O C N E V Z T O F S E L J U C T  
D Y V U P A U Y D N M F V Q B J J W M O O V E A  
H W J L B N H T M D P Y O O U U E R C M V P D D  
K R U W A Z X I Z S D G N N X N O G X K S T M Z  
U H C E L H W L R K B O A C W X S B A A T W T F  
T F R L R M A O D G O M X N E C D Q B I R H E J  
S X Q Q L I J J Z X K M N K E J K G B G Q Y U R  
I W V U H T I X L D E G M Z A T M B Y T O S A I

Push-pull Concept

Message Channels

Promotional Mix

Promotion

Decoding

Encoding

Feedback

Receiver

Source

Noise