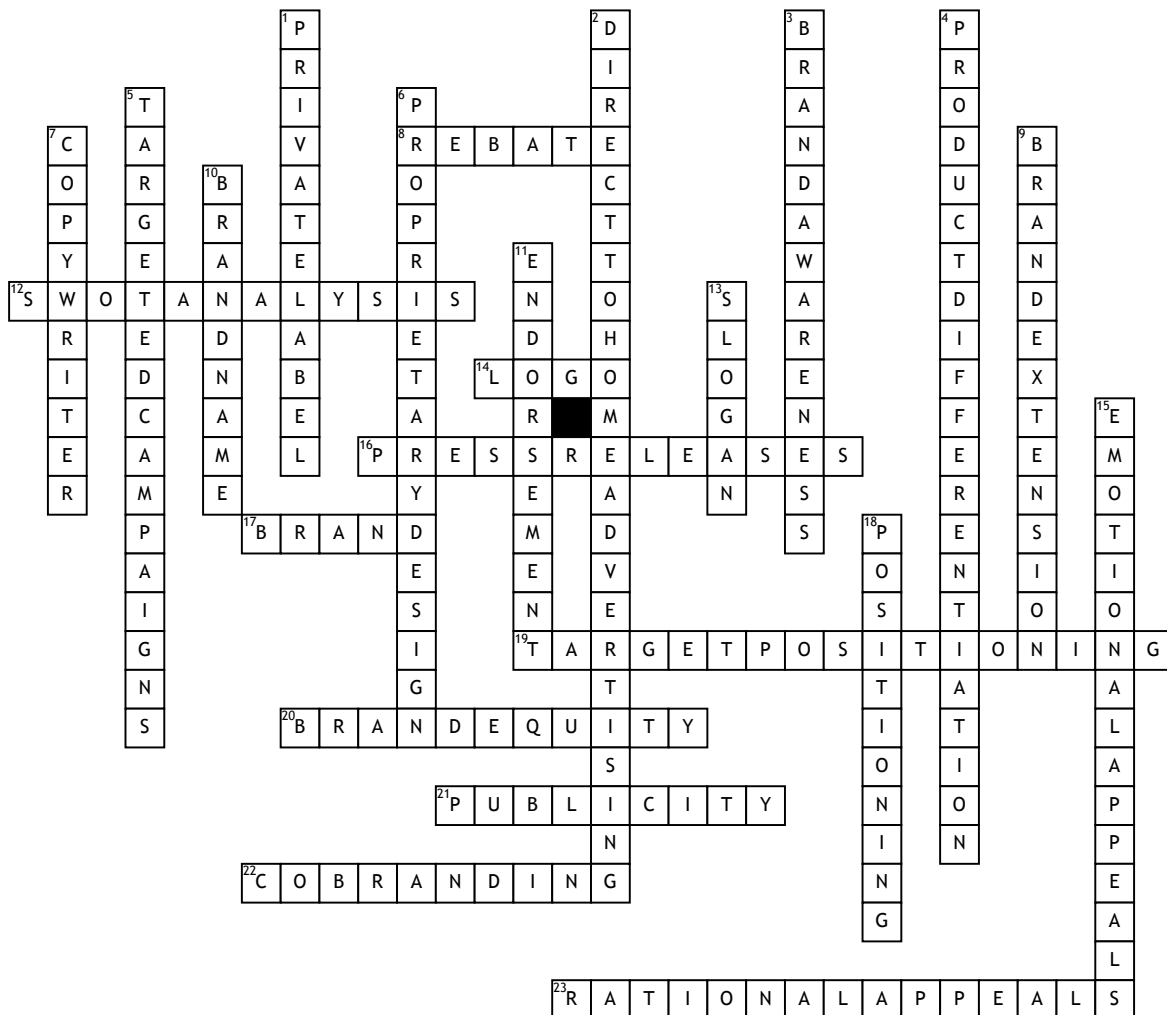


Name: _____

Date: _____

Marketing Terms From Chapter 6-9



Across

8. the return of the partial amount of the purchase price after the product has been bought
 12. a method of examining businesses
 14. a company's trademark picture
 16. stories ready to be printed by newspapers and magazines
 17. the company's identity
 19. a specific consumer segment
 20. positive brand recognition
 21. coverage by the media

22. when two or more companies to support one another brands in certain business ventures

23. advertising that focuses on practical aspects of the product

Down

1. it's a secret
 2. advertising that's delivered to potential consumer by hand or mail
 3. a potential consumer's realization that a company is on the market
 4. a company that ensures that its products are different than their competitors

5. aimed at a specific type of consumers

6. the shape or colour or package of the product

7. a person who's responsible for the wording and to promote the product

9. making the company bigger

10. when you go to a store to buy nice clothes but you're also supporting the...

11. celebrities have these

13. a company's saying

15. advertising that appeals to the consumer's feelings

18. a market strategy