Across
4. The receiver's 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
Sales promotion | Interpersonal communication | Public relations | Noise
Promotional mix  | Decoding                   | Visual merchandising | Publicity
Receiver        | Personal Selling           | Feedback            | Sender
Advertising     | Mass Communication         | Communication Process| Message Channel
Promotional plan | Promotion                  | Encoding             | Goodwill