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