

CHAPTER 17

Promotion

Part 1: Content Review

Matching

Write the letter for the correct term for each definition on the line provided.

- | | |
|---|--|
| <p><u> H </u> 1. Manufacturer pushing a retailer to handle that manufacturer's merchandise to sell to customers.</p> <p><u> J </u> 2. Information about products that customers or viewers feel compelled to pass along to others.</p> <p><u> B </u> 3. Web page in a journal format created by a person or organization.</p> <p><u> F </u> 4. Packet of information sent to the media about a new business opening or other major business events.</p> <p><u> A </u> 5. Stands for customer attention, interest, desire, and action.</p> <p><u> G </u> 6. Coordination of marketing communications to achieve a specific goal.</p> <p><u> E </u> 7. Uses logic to change a belief or get people to take a certain action.</p> <p><u> D </u> 8. Communications from an organization to its customers and to the public.</p> <p><u> I </u> 9. Efforts used to encourage customers to buy a product within a specific time period, usually as soon as possible.</p> <p><u> C </u> 10. Selling to consumers.</p> | |
|---|--|

Terms

- A. AIDA
- B. blog
- C. business-to-consumer (B2C) selling
- D. marketing communications
- E. persuasion
- F. press kit
- G. promotional campaign
- H. push promotional concept
- I. sales promotion
- J. viral marketing

Completion

Fill in the blanks with the term that best completes each sentence.

Terms

- | | | |
|---|-------------------|--------------------------|
| event marketing | preselling | public relations (PR) |
| institutional promotion | press conference | pull promotional concept |
| integrated marketing communications (IMC) | press release | telemarketing |
| | product promotion | |

1. Event Marketing encourages customers to participate rather than just observe.
2. A meeting set by a business or organization to which the media is invited to attend is a(n) press conference.

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SJ Ball



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