

**CHAPTER**  
**17****Promotion****Part 1: Content Review****Matching**

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

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

**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.

# Goodheart Willcox Chapter 6 Worksheet

**JE Gale**



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