

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

Completion

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

Terms

event marketing

institutional promotion

integrated marketing communications (IMC)

preselling

press conference

press release

product promotion

public relations (PR)

pull promotional concept

telemarketing

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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