

CHAPTER 17

Promotion

Part 1: Content Review

Matching

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

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

- Event Marketing encourages customers to participate rather than just observe.
- 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

Patricia G. Ross, Jodi Owens-Kristenson

A red circular graphic with a gradient, appearing as a partial circle or a thick curved line, located to the right of the authors' names.

Goodheart Willcox Chapter 6 Worksheet:

Goodheart Willcox Chapter 6 Worksheet Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Goodheart Willcox Chapter 6 Worksheet**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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