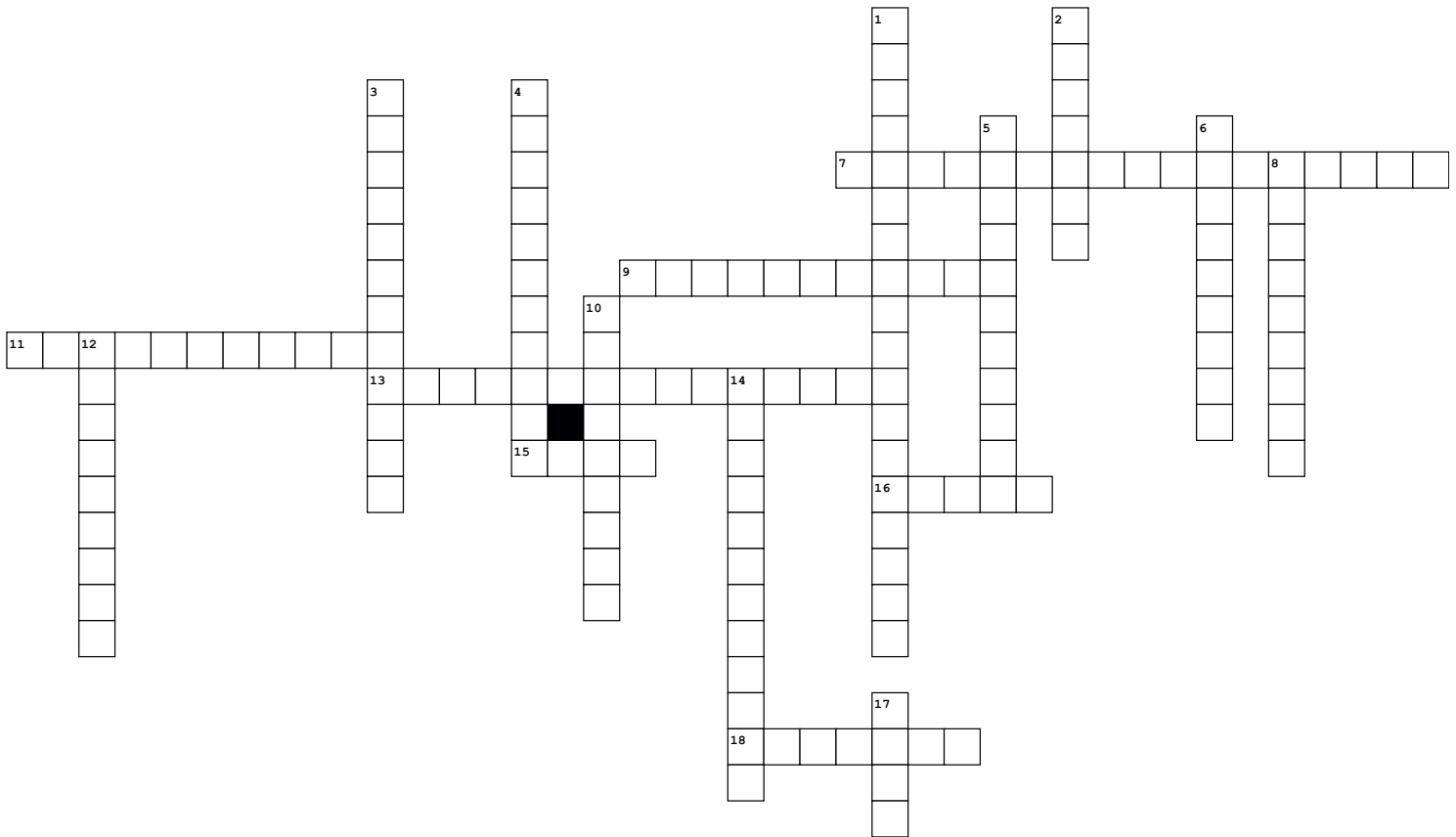


# Marketing Vocabulary



## Across

7. The use of a specific story or set of images and music to entice consumers to buy a product.
9. Written, printed, digital, audio, or online information to make something known to the public.
11. Spur of the moment purchases made without thinking it logically and without any emotion.
13. The promotion of a favorable image between a business and the public.
15. Something that is absolutely necessary
16. The amount that your product will be bought or sold for.
18. To use someone for your own advantage.

## Down

1. Researching different products to compare prices and quality.
2. Strategies used to accomplish a goal. Ex. Use of bright colors.
3. A detailed plan including the strategies planned to achieve the profit goals.
4. Other businesses who are selling the same products or services that you sell.
5. A group of people that share something in common, such as their age groups, gender, or income level.
6. The art of enclosing or protecting products for distribution, storage, sale and use.
8. The way you are going to advertise your product or service.
10. The process of communicating the value of a product or service to a customer.
12. Where you sell your product, the store you choose and the location in the store that you choose.

- 14.** a particular group of consumers at which a product or service is aimed.
- 17.** The symbol that a company uses so that you will recognize their products.