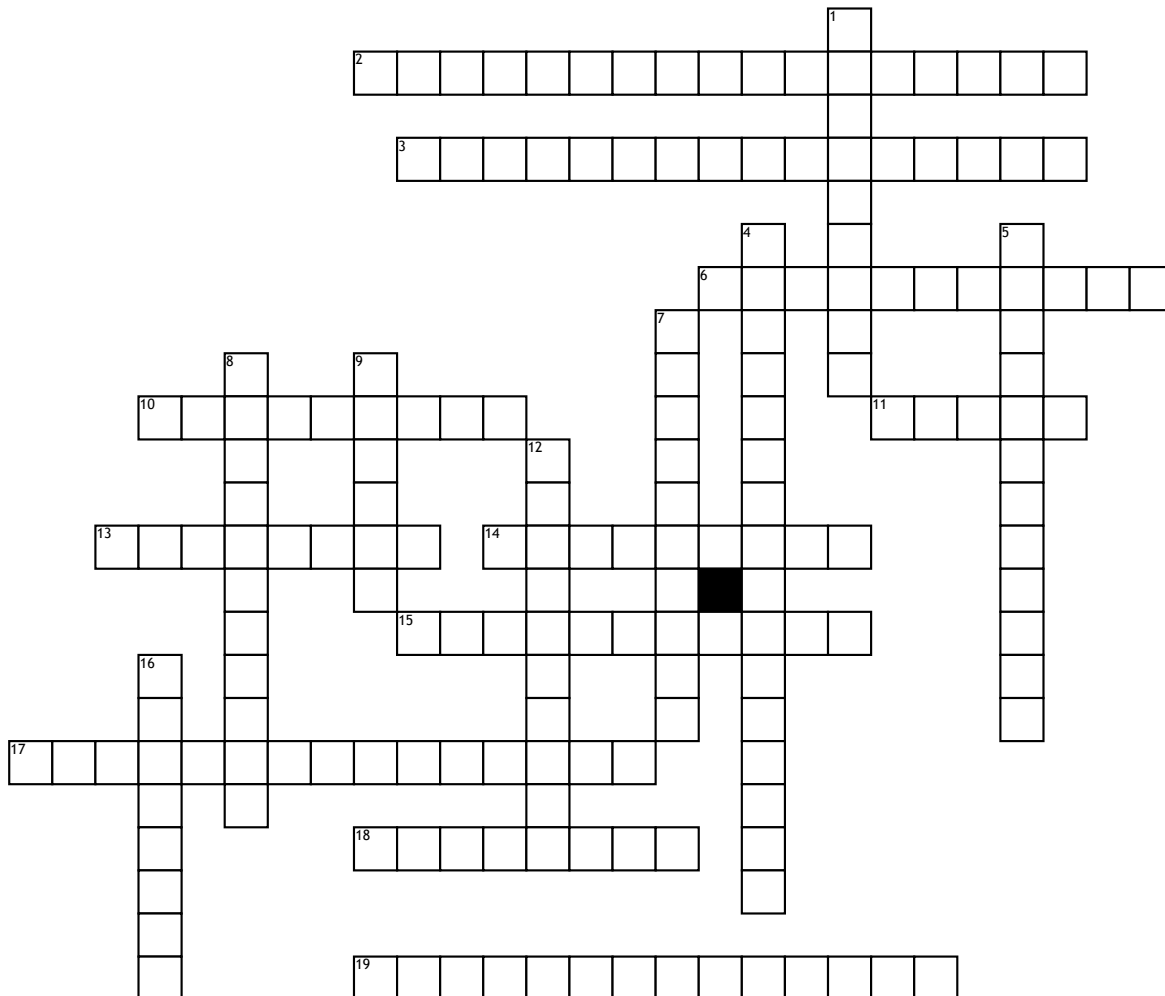


# Yearbook Marketing



## Across

2. a written plan which includes product development, promotion, distribution, and pricing approach, indicates the marketing goals.
3. a form of advertisement, when a company pays for a product to be seen in films and TV programs.
6. buying of the same brand over and over again
10. buying and selling of products or services over electronic services
11. a person who buys something

13. a person buys something from a shop of some kind

14. prices are rising quickly

15. a form of communication whose purpose is to inform potential customers about products and services and to persuade them to take some action.

17. face to face communication between the seller and buyer

18. a label attached to products that show the price

19. activities, materials, and techniques used to supplement or coordinate advertising.

## Down

1. an increase in price

4. internal and external factors that stimulate buying in people

5. four basic marketing strategies

7. promotion of products and services over the Internet

8. to develop a specific image of the brand in the minds of consumers

9. a person who sells something

12. the number of buyers and sellers in one specific market

16. a reduction in price (one of the most common words)