

## MODERN MARKETING TRENDS

### 1) Match the characteristics from *A Dictionary of Marketing* by Charles Doyle with the terms.

1. A term which now has come to mean mass audience advertising and promotional campaigns.	A. telemarketing
2. Television home shopping.	B. below the line
3. The ethical standards that are adopted by an organization and expected to be followed by its employees.	C. discount
4. The intangible value of a business over and above its net book value, based upon its reputation and customer loyalty.	D. above the line
5. The selling of a product or service over the telephone.	E. customer
6. Promotions that use directly targeted marketing techniques (such as direct selling initiatives, database marketing, direct mail...).	F. goodwill
7. The targeting, packaging, and promotion of products and services to other businesses or organizations rather than to individual consumers.	G. B2B (business to business)
8. The strategic use of a widely known person to promote goods, services, places, ideas, or causes.	H. code of ethics
9. The end user of a product or service.	I. teleshopping
10. Any reduction from normal list price offered to customers.	J. celebrity marketing

### 2) Your task is to complete the missing letters.

V		R		L	M	A		K	E		I		G			
	R	O	D			T	P	L		C		M	E	N		
I	N		E		A	C			V	E	W	I	N	D	O	W
D	I	S	P	L	A	Y										
G			R	I	L	L			A	R			T	I		G
F				H		O	B									
V	I		E	V	I	R										