

TRADITIONAL MEDIA AND PROMOTION

1) Put each word into the correct group.

Public relations, direct marketing, TV commercials, magazine advertisement, sales promotion, radio commercials, guerilla marketing, newspaper advertisement, event marketing.

ATL = denoting or relating to advertising in the mass media	BTL = promotions that use directly targeted marketing techniques

2) Can you match the right word to each picture?

Business card, price tag, TV commercials, poster, radio commercials, display window.

