

## Unit 09: Word Formation (Marketing)

### EXERCISE: 20 Sentences / Gaps

1. We need to discuss the \_\_\_\_\_ of this topic. (ADVERTISING)
2. We need to discuss the \_\_\_\_\_ of this topic. (PLACEMENT)
3. We need to discuss the \_\_\_\_\_ of this topic. (MEMORABLE)
4. We need to discuss the \_\_\_\_\_ of this topic. (ENDORSEMENT)
5. We need to discuss the \_\_\_\_\_ of this topic. (RECOGNITION)
6. We need to discuss the \_\_\_\_\_ of this topic. (PERSUASION)
7. We need to discuss the \_\_\_\_\_ of this topic. (CONSUMER)
8. We need to discuss the \_\_\_\_\_ of this topic. (CAMPAIGN)
9. We need to discuss the \_\_\_\_\_ of this topic. (SLOGAN)
10. We need to discuss the \_\_\_\_\_ of this topic. (BRANDING)
11. We need to discuss the \_\_\_\_\_ of this topic. (TARGET)
12. We need to discuss the \_\_\_\_\_ of this topic. (AUDIENCE)
13. We need to discuss the \_\_\_\_\_ of this topic. (PSYCHOLOGY)
14. We need to discuss the \_\_\_\_\_ of this topic. (MANIPULATION)
15. We need to discuss the \_\_\_\_\_ of this topic. (STRATEGY)
16. We need to discuss the \_\_\_\_\_ of this topic. (LOYALTY)
17. We need to discuss the \_\_\_\_\_ of this topic. (SEGMENTATION)
18. We need to discuss the \_\_\_\_\_ of this topic. (EMOTIONAL)
19. We need to discuss the \_\_\_\_\_ of this topic. (VISUAL)
20. We need to discuss the \_\_\_\_\_ of this topic. (IMPACT)

### SOLUTION KEY (Scrambled)

Match the following answers to the tasks above. Note: They are in random order.

- |               |                |
|---------------|----------------|
| - slogan      | - advertising  |
| - emotional   | - placement    |
| - impact      | - branding     |
| - endorsement | - visual       |
| - target      | - memorable    |
| - strategy    | - segmentation |
| - psychology  | - manipulation |

## **Unit 09: Word Formation (Marketing)**

- audience
- consumer
- recognition
- persuasion
- campaign
- loyalty