

## Unit 09: Word Formation (Marketing) - STUDENT SHEET

### EXERCISE: 20 Items

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