

## Unit 09: Open Gap Fill (Marketing)

### EXERCISE: 20 Sentences / Gaps

1. The concept of Marketing involves a\_\_\_\_ and more.
2. The concept of Marketing involves p\_\_\_\_ and more.
3. The concept of Marketing involves m\_\_\_\_ and more.
4. The concept of Marketing involves e\_\_\_\_ and more.
5. The concept of Marketing involves r\_\_\_\_ and more.
6. The concept of Marketing involves p\_\_\_\_ and more.
7. The concept of Marketing involves c\_\_\_\_ and more.
8. The concept of Marketing involves c\_\_\_\_ and more.
9. The concept of Marketing involves s\_\_\_\_ and more.
10. The concept of Marketing involves b\_\_\_\_ and more.
11. The concept of Marketing involves t\_\_\_\_ and more.
12. The concept of Marketing involves a\_\_\_\_ and more.
13. The concept of Marketing involves p\_\_\_\_ and more.
14. The concept of Marketing involves m\_\_\_\_ and more.
15. The concept of Marketing involves s\_\_\_\_ and more.
16. The concept of Marketing involves l\_\_\_\_ and more.
17. The concept of Marketing involves s\_\_\_\_ and more.
18. The concept of Marketing involves e\_\_\_\_ and more.
19. The concept of Marketing involves v\_\_\_\_ and more.
20. The concept of Marketing involves i\_\_\_\_ and more.

### SOLUTION KEY (Scrambled)

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

- |               |                |
|---------------|----------------|
| - persuasion  | - psychology   |
| - audience    | - emotional    |
| - branding    | - campaign     |
| - slogan      | - impact       |
| - placement   | - advertising  |
| - target      | - manipulation |
| - endorsement | - segmentation |

## **Unit 09: Open Gap Fill (Marketing)**

- visual
- loyalty
- recognition
- strategy
- memorable
- consumer