

Unit 09: Advanced WF (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.

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|----------------|---------------|
| - recognition | - persuasion |
| - psychology | - slogan |
| - advertising | - emotional |
| - target | - placement |
| - strategy | - branding |
| - segmentation | - loyalty |
| - impact | - endorsement |

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- memorable
- manipulation
- consumer
- audience
- campaign
- visual