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... Chapter 19: Advertising.  
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Directions Study the Test-  
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Take the practice test. For  
each of the statements  
deter- ... Chapter 19207  
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## **vocabulary marketing essentials chapter 19 Flashcards and ...**

A B; promotional  
advertising: advertising  
that is designed to increase  
sales: institutional  
advertising: attempts to  
create a favorable  
impression & goodwill for a  
business or organization

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Marketing Essentials Chapter  
19. Advertising vocabulary.  
STUDY. PLAY. Promotional  
Advertising ... of selecting  
the advertising media and  
deciding the time or space  
in which the ads should

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appear to accomplish a marketing objective. Audience. The number of people exposed to an ad. ... Marketing Essentials Chapter 3 Test. 19 terms. Marketing ...

**Chapter 19 Advertising - Erie City School District**  
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Chapter 19 I-Study The main purpose of advertising is to present a message that encourages the customer to buy the product or service or ...

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Events These acronyms  
represent ...

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Marketing Essentials Chapter  
19, Section 19.2 frequency  
The number of times an  
audience sees or hears an

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advertisement. Cost per thousand (CPM) The media cost of exposing 1,000 readers or viewers to an advertising impression

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Answer;

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Chapter 19-Marketing  
Essentials. STUDY.

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Spell. Test. PLAY. Match.

Gravity. Created by.

megnewcomb. Terms in this  
set (19) Promotional

Advertising. when the goal  
is to increase sales.

Institutional Advertising.

Tries to create a favorable

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image for a company and foster goodwill in the marketplace.

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