



JA BizTown Adventures Marketing

Name:

Here are 10 words that you were introduced to in this section. Select the answer that you think is correct.

1. Creative thinking is a way of looking at problems or situations in a new way.

True False

2. A logo is a slogan or jingle used to promote your business.

True False

3. A brand is your image to customers. It is what differentiates your offering from that of your competitors.

True False

4. Advertising copy is the text of a print, radio, or television advertising message that aims at catching the interest of the prospective buyer and persuading them to make a purchase.

True False

5. Demographics are a form of graphic art used in advertising.

True False

6. Target markets are the customers that shop at Target stores.

True False

7. Advertising is the practice of calling public attention to one's product or service.

True False

8. A tagline is a short, memorable phrase that is used throughout your marketing. It should convey the main sentiment that you want people to associate with your brand.

True False

9. A template is a type of plate used with coffee mugs. The purpose of the template is to keep coffee from spotting a tablecloth or damaging wood.

True False

10. Slogans are not important in marketing and are seldom used to promote products or services.

True False