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and its target market. The current product line targets men and women in the baby boom generation with household incomes that exceed \$150,000 a year. The men's and women's lines include fragrances, hair and skin care products, soaps, and shower gels. ... Chapter 2 Marketing Essentials Student Activity Workbook

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10. This refers to any activity designed to create goodwill toward a business. 11. A prewritten story about a company that is sent to the media. 12. Advertising directed at a target group rather than a mass market. 13. Sales promotional arrangements between one or more retailers or manufacturers. Chapter 17 Student Activity Workbook 141

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