



MUST-KNOW VOCABULARY

1. Use these words to make sentences.
2. Use the same words to ask your classmates questions.
3. Have a mini discussion using these words.

| Words | Sentence/Question |
|----------------------|------------------------------------|
| 1. coupons | Sentence: _____ Question: _____ |
| 2. prime time | Sentence: _____ Question: _____ |
| 3. word of mouth | Sentence: _____ Question: _____ |
| 4. telemarketing | Sentence: _____ Question: _____ |
| 5. target audience | Sentence: _____ Question: _____ |
| 6. retain | Sentence: _____ Question: _____ |
| 7. loyalty schemes | Sentence: _____ Question: _____ |
| 8. brand loyalty | Sentence: _____ Question: _____ |
| 9. publicity | Sentence: _____ Question: _____ |
| 10. conductor | Sentence: _____ Question: _____ |
| 11. direct marketing | Sentence: _____ Question: _____ |
| 12. press release | Sentence: _____ Question: _____ |