

# Create A Soft Drink & Advertising and Marketing: Kid Style Tour Vocabulary Words

**Advertise:** To make something known generally in public, especially in order to sell it

**Advertisement:** A picture, short film, song, etc. which tries to persuade people to buy a product or service, makes people aware of a product, service, or idea

**Broadcast Media:** TV, Radio and newspapers

**Business:** A way of making money

**Company:** A business that has filed papers with the government stating its name and the goods or services it provides

**Consumer:** A person or organization that purchases goods and services, a buyer.

**Copyright:** A document granting exclusive right to publish and sell literary or musical or artistic work

**Deposit:** A sum of money which you pay when you rent an item, and which is returned to you when you return the item you have rented

**Franchise:** An individual or group that has bought the exclusive rights to use a certain product.

**Free Enterprise:** An economic system in which people are allowed to choose their own jobs, start private businesses, and make a profit.

**Logo:** A picture or design that a company uses to advertise its products

**Market:** To make goods available to buyers in a planned way which encourages people to buy more of them

**Marketing:** A job that involves encouraging people to buy a product or service

**Media:** A method of advertising

**Patent:** The official legal right to make or sell an invention for a particular number of years

**Print Media:** Newspaper, magazine, billboard, signs, posters

**Proprietor:** A person who owns a business, especially a hotel, shop, or a newspaper company

**Slogan:** A short easily remembered phrase, especially to advertise an idea or product

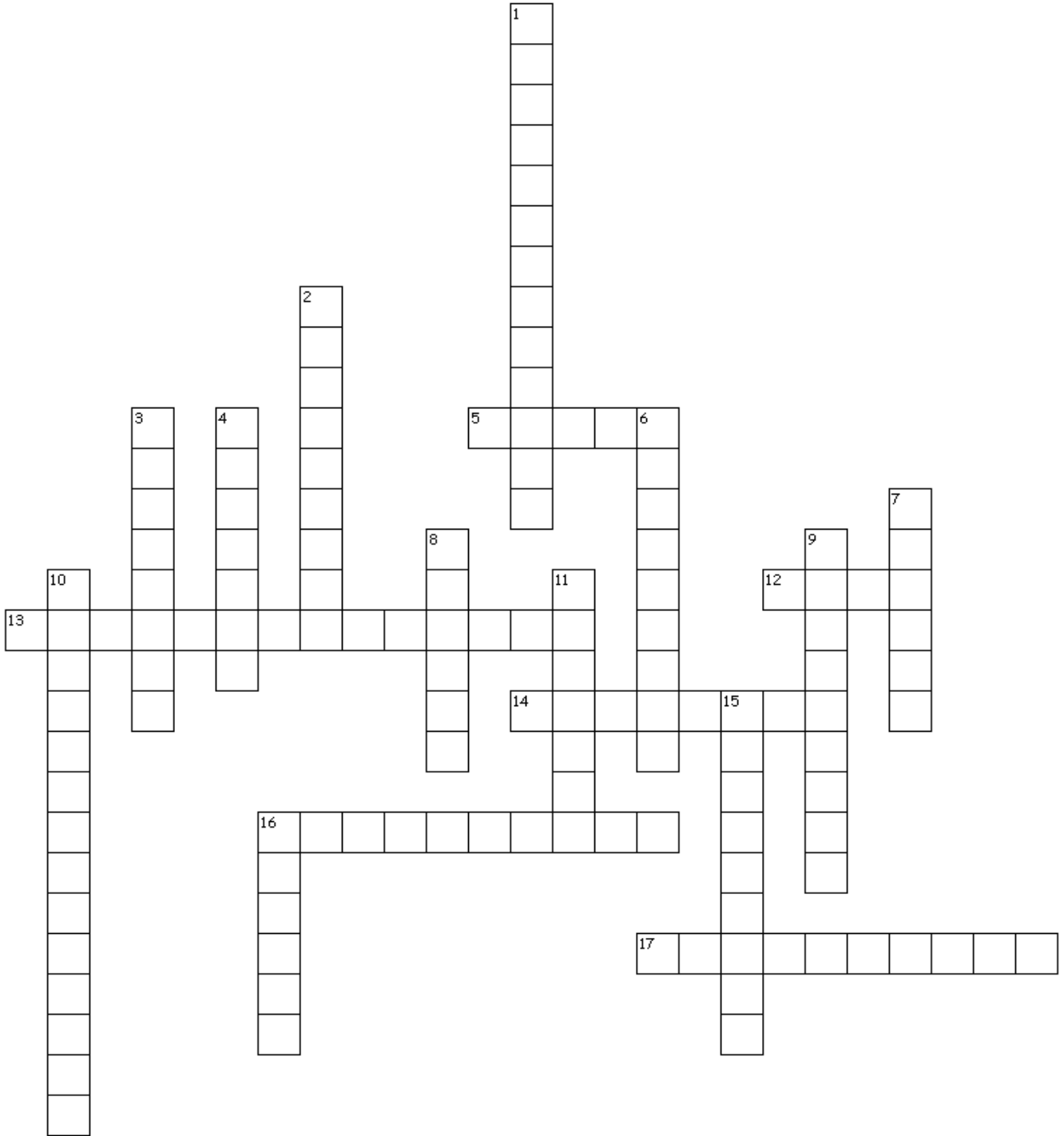
# Free Enterprise Word Search

F B H S M S F W Q N F G P T O  
C R M B L W Q I A B A A I G A  
O O E A K O W T U I T Q E D A  
P A O E R W G S B E D S V T I  
Y D G W E K I A N J I E P I D  
R C O I Y N E T N T R V M S E  
I A L H E F T T R T N N I O M  
G S F S R O T E I R P O R P T  
H T S O O A V S R N V V Q E N  
T M G B R D E Y D P G C R D I  
R E A K A M Z L X R R R D T R  
M D H R E M U S N O C I D K P  
Z I W N C O M P A N Y L S M T  
Y A T M T T E K R A M Z C E R  
F R A N C H I S E R D K S Y L

**ADVERTISE  
ADVERTISEMENT  
BROADCAST MEDIA  
BUSINESS  
COMPANY  
CONSUMER  
COPYRIGHT  
DEPOSIT  
FRANCHISE**

**FREE ENTERPRISE  
LOGO  
MARKET  
MARKETING  
MEDIA  
PATENT  
PRINT MEDIA  
PROPRIETOR  
SLOGAN**

# Free Enterprise Crossword



**Across**

5. A method of advertising
12. A picture or design that a company uses to advertise its products
13. An economic system in which people are allowed to choose their own jobs, start private businesses, and make a profit.
14. A person or organization that purchases goods and services, a buyer.
16. A person who owns a business, especially a hotel, shop, or a newspaper company
17. Newspaper, magazine, billboard, signs, posters

**Down**

1. A picture, short film, song, etc. which tries to persuade people to buy a product or service, makes people aware of a product, service, or idea
2. An individual or group that has bought the exclusive rights to use a certain product.
3. A way of making money
4. A business that has filed papers with the government stating its name and the goods or services it provides
6. To make something known generally in public, especially in order to sell it
7. A short easily remembered phrase, especially to advertise an idea or product
8. To make goods available to buyers in a planned way which encourages people to buy more of them
9. A document granting exclusive right to publish and sell literary or musical or artistic work
10. TV, Radio and newspapers
11. A sum of money which you pay when you rent an item, and which is returned to you when you return the item you have rented
15. A job that involves encouraging people to buy a product or service
16. The official legal right to make or sell an invention for a particular number of years