**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 12**

**INDIVIDUAL ACTIVITY**

**Definitions quiz**

Provide a definition of each of the following terms from Element 2:

1. AIDA
2. Consumer journey
3. Evoked set
4. Feedback
5. Hierarchy of effect model
6. Moment of truth
7. Loyalty ladder
8. Pull strategy
9. Purchase funnel
10. Push strategy
11. Touchpoints
12. Zero moment of truth