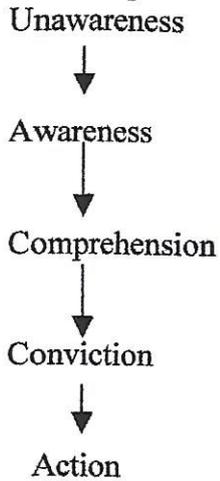


The Five Steps from Communication to Acquisition:



Five different Categories in which a Communication Message can be transmitted:

1. Face to face
2. Telecommunications media
3. Printed media
4. Broadcast media
5. Electronic media

Five essential Components of every individual Communication:

1. A source
2. A message
3. A medium
4. A receiver
5. A response

Seven types of Marketing Message:

1. Connotative
2. Denotative
3. Rational
4. Emotional
5. Fear-based
6. Moral
7. Humour