

*Advertising Management and Public
Relations Course
Fourth year, Week8, Lecture8*

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Revision

Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy

Chapter 15: Introduction to Advertising.

Chapter 17: Direct, Online, Social Media, and Mobile Marketing (Half of the chapter and we will continue it next lecture)

How to design a logo for your company (Application part)

True or False

- 1) Advertising is any paid form of personal presentation and promotion of ideas, goods, or services by an identified sponsor (F).
- 2) Sales promotion is long-term incentives to encourage the purchase or sale of a product or service (F).
- 3) Noise is the planned static or distortion during the communication process (F).
- 4) The first step in developing effective marketing communication is to identify the target audience (T).
- 5) Rational appeal is directed to an audience's sense of what is "right" and "proper." (F).

- 6) The main objective of persuasive advertising is to build selective demand (T).
- 7) Reach is a measure of the percentage of competitors in the target market who are exposed to the ad campaign during a given period of time (F).
- 8) Developing an effective message strategy begins with identifying customer costs that can be used as advertising appeals (F).
- 9) Mass marketing is targeting broad markets with different and distinguished messages and offers distributed through intermediaries (F)
- 10) Direct and Digital marketing give buyers anywhere, anytime access to an almost unlimited assortment of goods (T).
- 11) Direct marketing helps companies to interact with their customers by phone or online, learn more about their needs, and provide non-personalize product (F).

Choose the correct answer

1) McDonald's ad agency assembles words, sounds, and illustrations into a TV advertisement that will convey the intended message, this an example of.....

- A) Decoding **B) Encoding** C) Sender

2) sender—a consumer watches the commercial advertising and interprets the words and images it contains.

- A) **Decoding** B) Encoding C) Sender

3) AIDA is an abbreviation of.....

- A) Attitude Intention Desire Appeal
B) Appeal Interest Desire Attitude
C) **Attitude Interest Desire Action**
D) Appeal Intention Desire Action

4) Message structure issue is a two-sided argument, so it will show the product's.....

A) Strength- Opportunities

B) Strength- Threats

C) **Strength- Weakness**

5) is interactive as it allows a dialogue between the marketing team and the consumer.

A) Advertising B) Sales Promotion C) **Direct Marketing**

6) When the producer promotes the product to channel members who in turn promote it to final consumers, this represents.....

A) **Push promotion** B) Pull promotion C) Sales promotion

7) According to this picture;

7.1) The type of Advertising is.....

- A) Persuasive Advertising
- B) Reminder Advertising
- C) **Informative Advertising**



7.2) This type of advertising is used heavily when.....

- A) **Building brand preference**
- B) Introducing a new-product category.
- C) keep consumers thinking about the product

7.3) The main objective of this type of advertising is to build

- A) Selective demand
- B) **Primary demand**
- C) Increasing demand

8) *The most logical budget-setting method is the.....*

- A) Competitive parity method
- B) **Objective-and-task method**
- C) Affordable method

9) *Mature brands usually use.....*

- A) Competitive parity method
- B) Objective-and-task method
- C) Affordable method
- D) **Percentage of sales method**

10) *Which of the following are good mass-marketing coverage and low cost per exposure.*

- A) Direct mail B) Magazines C) **Advertising**

11) *Sending highly targeted, highly personalized, relationship-building marketing messages via*

- A) Mobile B) TV C) **Mail**

13) *Priceline.com is an online travel company that sells its services exclusively through*

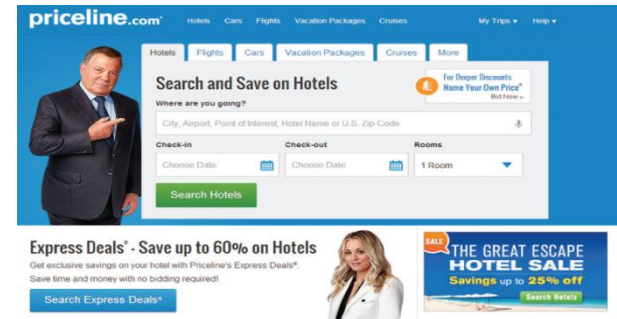
- A) Mass marketing
- B) Online, mobile
- C) **Online, mobile and social media**

14).....is marketing via the internet using company websites, online ads and promotions, email, online video, and blogs.

- A) Online advertising
- B) **Online marketing**
- C) Mass marketing

15)is the digital version of word-of-mouth marketing, involves creating videos, ads, and other marketing content.

- A) Mobile Marketing
- B) **Viral Marketing**
- C) Social media marketing



16) Sephora company design a website
For their customers to explore beauty.
and this an example of.....

- A) Website
- B) Community website
- C) mobile marketing website

17) This type of website represents
a type of.....

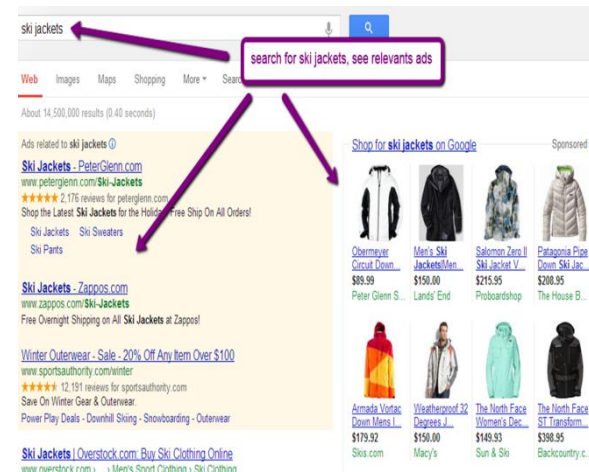
- A) Social media marketing
- B) Mobile marketing
- C) Online marketing

18) This is a type of

- A) Display ads
- B) Search-related ads
- C) Online classified

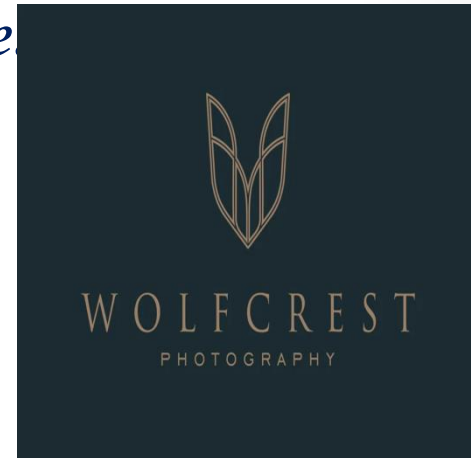
19) This type of advertising is.....

- A) Online Advertising
- B) Reminder Advertising
- C) Persuasive Advertising



20) This logo represents astyle

- A) Classic
- B) Retro
- C) Modern



21) This representslogo

- A) Letter marks
- B) Word marks
- C) Symbols



22) Select the correct answer that represents the logo type



(A)



(B)



(C)



(D)

- Word marks (C)
- Logo Symbols (B)
- Abstract logo marks (A)
- Mascots (D)

23) Determine the type of colors combinations for the following logos.



A

B

C

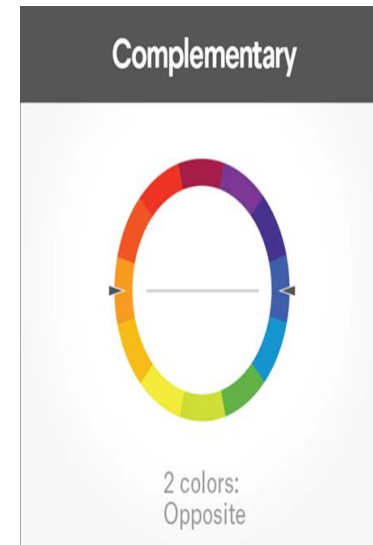
Triadic

(B)

Analogous

(C)

Complementary (A)



24) *Select the right type of typography*

Serif font (C)

Sans-Serif font (B)

Scripts font (A)



Thanks