Advertising Management and Public Relations Course

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Revision

Chapter 17: Direct, Online, Social Media, and Mobile Marketing

Chapter 18: Creating Competitive Advantage

Chapter 15: Advertising and Public Relations

True or False

1- Telemarketing and direct-mail- marketing are examples of the digital and social media marketing (F).

2- Online advertising is an example of the digital and social media marketing (T).

3- Social Media Marketing is independent and commercial online social networks where people congregate to socialize and share messages (T).

True or False

4- Social media are costly and timely (F).

5- The low cost of social media puts them within difficult reach for small businesses (F).

6- The company's goal in using social media is to make the brand a part of consumers' conversations and their lives (T).

7- Marketers use direct mail marketing to engage customers anywhere, anytime during the buying and relationship building processes (F).

True or False

8- Companies use mobile marketing to stimulate immediate buying, make shopping easier, enrich the brand experience (T).

9- (DRTV) is an abbreviation of direct-reach television marketing (F).

10- Direct mail is well suited to direct, one-to-one communication (T).

11- Direct mail permits low target market selectivity (F).

True or False

12- Catalog Age magazine used to define a catalog as “a non- printed, bound piece of at least ten pages (F).

13- Telemarketing involves using the telephone to sell indirectly to consumers and business customers (F).

14- competitor analysis involves first identifying and assessing competitors and then selecting which competitors to attack or avoid (T).

True or False

15- Analyzing competitors process includes three steps (T).

16- Competitors as other companies offering different products and services to the same customers at different price(F).

17- Competitors might include all companies making products that demand the same service (F).

True or False

18- A strategic group is a group of firms in an industry following the same or a similar strategy in a given target market (T).

19- Selecting which competitors to attack or avoid is the second step at in analyzing competitors (F).

20-Benchmarking is a powerful tool for increasing a company's threats (F).

21- Most companies prefer to compete against weak competitors (T).

True or False

22- Tomorrow's leading companies will succeed not by battling competitors but by creating "red oceans" of contested market space (F).

23- Blue ocean strategy focuses on competing in the existing markets (F().

24- Red ocean strategy exploits existing demand (T).

25- Public Relations (PR) is building good relations with the company's various publics by obtaining favorable publicity (T).

True or False

26- Press relations focuses on publicizing specific products and brands (F).

27- Public affairs is building and maintaining national or local community relationships (T).

28- Advertising is often used to build support for newsworthy company events and actions (F).

29- Advertising is more expensive than public relations (T).

True or False

30- Public relations still captures a largest portion of the overall marketing budgets of many firms (F).

31- Public relations people also prepare written materials to reach and influence their target markets (T).

32- Annual reports, brochures, articles, and company newsletters and magazines are examples of special events (F).

True or False

33- Companies use Corporate identity materials for creating corporate identity that the public immediately recognizes (T).

34- The internet has also become an increasingly important PR channel, as websites, blogs, and social media are providing interesting new ways to reach more people (T).

Thank you!