**Paşazadə Yaşar\_Biznes və reklam**

**Topic 1. An overview and introduction to Integrated Marketing Communication**

1. Analyze the role of the Internet in the integrated marketing communications program of a company.Discuss how the Internet can be used to execute the various elements of the promotional mix.

2) Why is it important for those who work in the field of advertising

and promotion to understand and appreciate all various integrated marketing communications tools, not just the area in which they specialize?

3) Explain how your college or university uses marketing communications to recruit students.

4) Assume you are in charge of advertising a product that is marketed specifically to college students. Identify three contact methods you might use to reach this audience.

5) Discuss how the integrated marketing communications perspective differs from traditional advertising and promotion.

What are some of the reasons more marketers and more companies

are taking an integrated marketing communications perspective in their advertising and promotional programs?

6) Changing lifestyles can create both opportunities and threats for

the marketer.Provide an example of a change in lifestyle that poses

a threat to marketers, and one that provides an opportunity.Give an

example of a product or brand that has been affected in both of these

ways.

**Topic 2. Environmental, regulatory and ethical issues**

7)Provide at least 3 green marketing initiatives, and explain in what ways they can be useful?

8)In what ways advertising can be unethic, explain and give examples

9) Explain. What is miscellanous products and why is it unethic to target children via them?

10) What are the ethical issues in packaging and branding? Explain and provide examples

11) What is your opinion regarding the ethics of product placements (e.g., cigarettes, alcohol) in movies targeted to children? Identify the arguments on both sides of th e issue, and then present your personal

position.

**Topic 3. Segmentation, targeting and positioning**

12) In your own words, explain how online behavioral targeting works.

13) In what sense is online behavioral targeting a potential invasion of privacy?

14) What are your views on targeting products to kids (i.e., children between the ages of 4 and 12)? Aside from your personal views, discuss the issue of targeting to children from two additional perspectives: first, that of a brand manager who is responsible for the profitability of a child-oriented product, and second, from the viewpoint of a regulatory agency or nonprofit group in charge of protecting children. Imagine what each of these parties might say about the practice of targeting products to children.

15) If you were to design a psychographic study for a new chain of lower-priced coffee stores that are planned to compete against Starbucks, what lifestyle characteristics (i.e., people’s interests, values, and activities they

participate in) might you consider as indicative of whether they might be interested in your new stores?

16) Please explain all the sets of segmentation bases and provide the graph of relationship of ease of measurement and predictability of consumer choice behaviour between them.

**Topic 4. The communication process and consumer behavior**

17) Discuss the nature and importance of feedback. In what ways do marketing communicators receive feedback from present and prospective

customers?

18) A reality of communication is that the same sign often means different things to different people. The red ribbon, for example, means different things to

different groups. Provide a good example from your own personal experience in which the same sign might have differential meaning for diverse people. What are the general implications for marketing communications?

19) What is personification? Explain and provide three different examples

20)what is the difference between HEM and CPM. Explain briefly and give examples

21) Please draw the circulation of elements of communication process and explain the process

22)What is figurative language? What forms of figurative language are used by the marketing communicators? Explain in details and give examples

23) Online advertisements must draw attention away from consumers’ primary goals for using the Internet, namely, entertainment and informational pursuits.

Expose yourself to some current online ads and then identify and describe at least three specific techniques that online advertisers use to ensure attention. What are the strengths and limitations of each technique?

**Topic 5. Objective setting**

24) Apply the hierarchy of marcom effects framework to explain the evolution of a relationship between two people, beginning with dating and culminating in a wedding.

25) What reasons can you give for certain industries investing considerably larger proportions of their sales in advertising than other industries?

26)Provide at least 7 marcom objectives (and examples).

27)Provide hierarchy of marcom effects and explain step by step.

28)What are the requirements of setting suitable marcom objectives, and explain them in details.

**Topic 6. An overview of advertising management.**

29) Describe circumstances when each of the five advertising functions described in the chapter might be more important than the others.

30) Explain the difference between advertising=market power and advertising=information.

31) What are the functions of advertising? Explain them in details.

32) Explain the advertising management process.

**Topic 7. Strategy: planning, development, implementation and evaluation**

33) Explain what is meant by creative strategy and creative tactics in advertising. Find an example of an advertising campaign and evaluate the creative strategy and tactics used in the ads.

34) Assume that you have been hired as an account planner by an advertising agency and assigned to work

on the advertising campaign for a new brand of bottled water. Describe the various types of general

and product-specific preplanning input you might provide to the creative team.

35) Discuss the role of music in advertising.Why might companies such as General Motors and Microsoft pay large sums of money to use popular songs in their commercials?

**Topic 8. Effective and creative messages**

1. Please provide 3 different alternatives of creative advertising and explain briefly
2. Please explain the 5 step program of developing advertising strategy
3. Explain SUCCES elements
4. Explain the CAN elements
5. Please provide the hierarchy of impressions that include 5 major types of advertising impressions and explain what are they.
6. In your view, which of the SUCCESs elements are most important? Offer an explanation and then rank the six elements from most to least important in terms of their ability to achieve message stickiness.

**Topic 9. Traditional media**

1. What are the limitations of newspaper advertising?
2. What are the limitations of radio advertising?
3. What are the strength of magazine advertising?
4. What are the strength of television advertising?
5. What are the limitations of television advertising?
6. Radio is the only major medium that is nonvisual. Is this a main disadvantage? Thoroughly justify your response.

**Topic 10. Online and social media**

48) Based on your experiences, what do you believe are the key benefits and costs with online advertising?

49) From the perspective of an advertiser for a lowinvolvement, packaged-goods product such as cereal,

compare and contrast the strengths and weaknesses of the two forms of search engine advertising: keywordmatching versus content-targeted advertising.

50) Based on your own experiences with social media (e.g., Facebook, Twitter, MySpace, YouTube, WordPress, Pinterest, LinkedIn), what do you consider to be its major advantages and disadvantages?

51) Provide specific ideas and suggestions as to how some of the newer social media brands can

better identify themselves and differentiate themselves from competition.

52) How would you go about advertising on Facebook? Twitter? Other social media? Compare how this

differs from other traditional media (e.g., television, radio, magazines, newspapers).

**Topic 11. Direct marketing**

53) Why has direct marketing enjoyed such rapid growth in recent years?

54) What should government regulators (e.g., Federal Trade Commission) do to prevent telemarketing

abuses? What kind of prohibitions, if any, should be placed on telemarketing? Should there be any

changes to the “do not call list” procedures? Should there be a “do not track list” for online

marketing? How might it work?

55) Assume you are a direct marketer for a line of merchandise imprinted with the logos of major

universities. These items are targeted to the fans and supporters of university athletic programs.

Detail how you would compile an appropriate mailing list, one that would reach people who

are most likely to purchase the logo merchandise. Use your college or university for

illustration.

56) Explain the differences among direct marketing, direct-response advertising, direct mail, and direct

selling.

57)what are the distinctive features of direct mail. Explain

58) what are the frameworks for Various Forms of “Other” advertising media?

**Topic 12. Measuring effectiveness.**

59) What’s the distinction between the pre- and posttesting

forms of advertising research? Which in your opinion is more important? Be sure to justify your

response.

60) what is measurement of emotional reactions. Explain and provide several examples in detail.

61) what are the two general forms of message research? Explain them in detail.

62)what is the difference between quantitative and qualitative message research? Explain them in detail.

63) what is measurement of recognition and recall? Explain and provide examples in detail.

64) As a matter of convenience what are the four groups of measures of message research? Explain.

**Topic 13. Sales promotion**

65) Why, in your opinion, is the Internet a good medium for offering sales promotions to consumers?

How has social media helped to provide sales promotions to consumers?

66) Explain in your own words the meaning of pushversus pull-oriented promotional strategies. Using an

illustration of a well-known supermarket brand of your choice, explain which elements of this brand’s

marcom mix embody push and which embody pull.

**Topic 14. Public Relations, Word-of-Mouth influence and etc.**

67) What are the advantages of publicity compared with advertising? Some marketing practitioners consider publicity to be too difficult to control and measure. Evaluate

these criticisms.

68) Suppose you are the owner of a new board shop (e.g., long boards, skateboards, kite boards,

snowboards) located in your college or university community that caters primarily to the campus

population. Your fledgling store cannot yet afford media advertising, so the promotional burden rests

on stimulating positive word-of-mouth communications. Present a specific strategy for how you

might go about stimulating positive WOM.

69) What specific factors should a company consider when selecting an event for sponsorship?

70)what are the benefits of cause related marketing?

**Topic 15. Personal selling**

71)provide 6 major types of sales jobs and explain.

72)what are the spesific determinants of salesperson performance?

73)what are the basic steps of selling process? Explain.

74)what are the attractive features of personal selling?

75)what are the advantage s and disadvantages of personal selling?