

# MARKETING COMMUNICATIONS

The design and development of advertising, public relations, sales promotion and personal selling messages in print, electronic and interactive media. Major topics include: marketing and communication mix contexts, defining target markets, relationship marketing, planning and implementing creative and media strategies, integrating communication mix campaigns and assessing campaign effectiveness. (3 s.h.) MAR-321-TE

This is a three-hour examination in which you must answer 30 multiple-choice questions (worth 1 point each) and 7 essay questions (worth 10 points each). A passing score is **60** out of 100 points.

## Here are the topics covered and their approximate importance on the test:

- I. BASIC CONCEPTS (25%)
  - A. The communication process and marketing communications
  - B. The marketing mix and the communications mix
  - C. Integrated communications and relationship marketing
  
- II. COMMUNICATION MIX COMPONENTS (25%)
  - A. Personal selling
  - B. Advertising and sales promotion
  - C. Direct response and interactive media
  - D. Public relations and publicity
  
- III. IDENTIFYING AND DEFINING TARGET MARKETS (15%)
  - A. Consumer behavior and the buyer decision process
  - B. Market segmentation and target marketing
  
- IV. COMMUNICATION PLANNING AND EXECUTION (25%)
  - A. Planning and communication strategy
  - B. Creative strategy
  - C. Creative execution: art and copy
  - D. Evaluating communication performance
  
- V. MEDIA PLANNING AND EXECUTION (10%)
  - A. Media strategy: print, electronic, digital
  - B. Print, electronic and digital media production

## Textbooks to help you prepare:

Arens, William F. *Contemporary Advertising*.  
Current edition. Boston: McGraw-Hill

Shimp, Terence A. *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*.  
Current edition. Cincinnati: South-Western

In addition, reviewing issues of periodicals such as the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Advertising Research*, *Journal of Consumer Marketing*, *Journal of the Academy of Marketing*, *Direct Marketing Association* publications and the *Harvard Business Review* will help broaden your knowledge base and provide you with an overview of topical issues.

## SAMPLE QUESTIONS

### Multiple-Choice

1. *Reach* and *frequency* are aspects of which part of an advertising plan?
  - a. Selection of a copy platform
  - b. Determination of a media timing pattern
  - c. Setting of sequential objectives
  - d. Setting of the campaign budget
  
2. All of the following methods are used to budget advertising expenditures EXCEPT
  - a. case-rate budgeting
  - b. task-method budgeting
  - c. percentage-of-industry budgeting
  - d. alternate-year budgeting
  
3. A disadvantage of the point-of-purchase (POP) promotion display is that
  - a. each display is not seen by enough people
  - b. it seldom induces impulse buying
  - c. there is no practical way to audit the “circulation” of the display
  - d. it is not as efficient as other forms of sales promotion
  
4. An office equipment salesperson would find some of the best prospects by
  - a. reading the business section of the newspaper
  - b. looking in the Yellow Pages
  - c. walking down the street
  - d. none of these
  
5. What causal factor affects the measurement of promotion?
  - a. Competitor ads
  - b. New emerging competitors
  - c. Resource shortages or excesses
  - d. All of the above
  
6. What formula is used to determine media cost per thousand?
  - a.  $CPM = \text{cost of media} \times 1000 \text{ divided by number of circulation}$
  - b.  $CPM = \text{circulation divided by cost of media}$
  - c.  $CPM = \text{number of circulation divided by cost of media} \times 1000$
  - d. It depends on the media.

7. Which of the following is characteristic of services?
- a. Flexibility
  - b. Sponsorship
  - c. Non-standardization
  - d. Measureability

**Essay** (On the test itself, you will be given a choice of 7 out of 10 essay questions.)

8. What is copy testing in advertising research?
9. Name and briefly define three ways in which sales forecasts are generated.

### **ANSWERS TO SAMPLE QUESTIONS**

1. **b** 2. **d** 3. **c** 4. **a** 5. **d** 6. **a** 7. **c**

8. Copy refers to the advertising message. The message is normally developed after careful study of the product, its market, and its competition. Copy testing attempts to determine if the proposed message will be comprehended and responded to by the intended audience. Many approaches are used, the most frequent being some type of “recall” test. Use is also made of persuasion tests. Both are in the general category of opinion research.
9. a. Jury of Executive Opinion: Seasoned company management judgment is utilized in estimating what future sales are likely to be.
- b. Salespeople’s estimates: Company salespeople are asked to estimate future sales in their territories based, usually, on a customer-by-customer estimate.
- c. Surveys: Marketing research is conducted by the market research department of the company or an outside agency to determine what the potential market size is and what share of the market the company can expect in the future covered by the sales forecast.