

MARKETING COMMUNICATIONS

This exam tests marketing communications (*marcom*) concepts such as brand promotion, integrated marketing communications, promotion industry structure, and Internet promotion in the context of the marketing concepts that shape these topics. Topics covered include: strategies for finding and defining markets; marketing mix, societal, and relationship philosophies; systems for organizing, researching, planning and controlling marcom initiatives. Also covered: print, electronic and interactive sales promotion; advertising; public relations; direct selling strategies and venues. 3 s.h. MAR-321-TE

This is a three-hour exam in which you must answer 30 multiple-choice questions (worth 1 point each) and 7 short 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. MARKETING CONCEPTS AND ENVIRONMENTS (20%)
 - A. Marketing philosophies: societal and relationship
 - B. Evolution of brand promotion
 - C. Marketing environments: macroeconomic threats/opportunities
 - D. Marketing environments: regulatory and ethical
 - E. International marketing/brand promotion environments
- II. MARKETING PLANNING AND RESEARCH (15%)
 - A. Marketing management and strategic marketing planning
 - B. Organization and control systems
 - C. Decision support and strategic planning/management systems
 - D. Marketing research systems
- III. FINDING, DEFINING AND PENETRATING MARKETS (20%)
 - A. Buyer behavior and the communication process
 - B. Organizational buying behavior
 - C. Segmentation, targeting, positioning
 - D. Measuring market, sales potential
- IV. COMMUNICATION CONCEPTS AND STRATEGIES (20%)
 - A. Integrating marketing communications (IMC)
 - B. Communication models
 - C. Message and media strategies
 - D. Internet communication strategies
- V. PROMOTION VENUES (25%)
 - A. Direct marketing
 - B. Sales promotion and point of purchase
 - C. Sponsorship, product placements, branded entertainment
 - D. Public relations, influence marketing, social media, corporate
 - E. Personal selling and sales management

Textbooks to help you prepare:

Most college-level marketing communications textbooks will provide suitable preparation for this exam. However, if you decide to use the texts listed below, we suggest that you use both. *Marketing* provides excellent coverage of the marketing aspect of the marcom field, *PROMO* of the communications aspect, and their combined price is less than most individual texts.

O'Guinn, Thomas, Chris Allen and Richard Semenik. *PROMO*.
Current edition. Mason, OH: South-Western/Cengage Learning

Sandhusen, Richard. *Marketing*.
Current edition. Hauppauge, NY: Barron's Educational Series

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. What is one DISADVANTAGE of a point-of-purchase (POP) promotion display?
 - a. The displays are not seen by enough people.
 - b. It seldom induces impulse buying among the intended audience.
 - 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. In which stage of the consumer decision process is cognitive dissonance most likely to occur?
 - a. Post-purchase evaluation
 - b. Purchase decision
 - c. Exposure to non-personal influences
 - d. Exposure to interpersonal influences
5. *Food and Wine* magazine is implementing a special promotion to regain readers in New England who have let their subscriptions drop. Which of the following segmentation criteria defines this market?
 - a. Geographic – Psychographic
 - b. Demographic – Geographic
 - c. Psychographic – Demographic
 - d. Behavioristic – Geographic

6. What formula is used to determine media cost per thousand?
- CPM = cost of media x 1000 divided by number of circulation
 - CPM = circulation divided by cost of media
 - CPM = number of circulation divided by cost of media x 1000
 - It depends on the media.
7. The contribution made by publicity is difficult to measure because it is used in conjunction with
- selecting channels of distribution
 - marketing research
 - other promotion tools
 - negative events such as product recalls

Short Essay

On the test itself, you will be given a choice of 7 out of 10 short essay questions. For full credit, your responses should include clear definitions and examples where appropriate. Partial credit will be awarded.

8. What is the significance of the word "probability" in defining probability and non-probability samples? Why are non-probability samples more important during exploratory research and probability samples more important during conclusive research?

ANSWERS TO SAMPLE QUESTIONS

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

8. Probability means that every member of a population has an equal chance of being selected for a sample. Unlike findings and conclusions from non-probability samples, those from probability samples can be stated with a measurable degree of accuracy—such as this statement: "in 98 of 100 cases where a probability sample this large is drawn from a population this large of American males, the average height of these males will be between 5'7" and 5'9."

During exploratory research, the purpose is usually investigatory, where the best way to generate information is in small, free-wheeling discussion sessions, such as focus groups, where the researcher has no idea of the outcome and statistical analysis would be irrelevant.

During the conclusive research stage, when hypotheses generated during exploratory research are tested, larger probability samples are desired to generate valid, reliable data in a few areas through analyses covering causation, classes, averages, percentages and dispersions.

A full credit answer (10 points) will earn 3 points each for knowledgeable discussions of the significance of probability and importance of non-probability samples, and 4 points for relating probability and non-probability samples to exploratory and conclusive research.