

Answer Key (Multiple Choice)

Chapter 1:

Artificial Intelligence: The New Reality and Future of Marketing Communication

1. e
2. a
3. e
4. d
5. a
6. d
7. c

Chapter 2:

Integrated Marketing Communication: Foundation Strategies for Developing Brand Content

1. c
2. e
3. e
4. c
5. d
6. e
7. e

Chapter 3:

Marketing Research Strategies: Collecting and Analyzing Input for Decision-Making

1. e
2. e
3. c
4. b
5. e
6. a
7. e

Chapter 4:

IMC Objectives and Budgets: Funding Strategies and Allocating Financial Resources

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

7. c

Chapter 5:

Segmentation Strategies: Prioritizing Target Groups for Marketing Communication

1. b
2. e
3. d
4. c
5. d
6. c
7. b

Chapter 6:

Creativity Strategies and Brand Messages: The Process, People, and Procedures

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

Chapter 7:

Digital Media Strategies: Owned and Shared Pathways for Delivering Brand Content

1. c
2. e
3. e
4. c
5. d
6. e
7. e

Chapter 8:

Legacy Media Strategies: Paid Pathways for National and Local Advertising Campaigns

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

Addition Media Questions

1. e
2. c
3. b
4. b
5. d
6. b
7. c

Chapter 9:

Sales Promotion Strategies: Motivating Shoppers to React and Respond to Offers

1. d
2. c
3. b
4. d
5. e
6. e
7. d

Chapter 10:

Public Relations Strategies: Earned Media Coverage and Building Lasting Relationships

1. e
2. a
3. e
4. e
5. e
6. d
7. c

Chapter 11:

Brand Visibility & Personal Contact Strategies: Displaying a Physical Presence

1. d
2. e
3. e
4. a
5. b
6. d
7. d