

Student name: \_\_\_\_\_

**TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.**

IMC helps companies adopt a marketer-centric, rather than consumer-centric, perspective in creating brand messages.

true

false

Marketing communications refers to the internal communication at a company.

true

false

According to the interactive model of communication, marketers dominate the exchange of messages.

true

false

The sponsor of a product usually produces the advertising message.

true

false

The implied consumers are imagined ideal consumers as opposed to real people.

true

false

Online reviews affect most consumers' purchasing decisions.

true

false

Defensive marketing typically costs more than offensive marketing, because with the right advertising, it's relatively easy to lure satisfied customers away from competitors.

true

false

An example of a basic transactional relationship is when you buy purchase internet service and the company follows up to persuade you to upgrade your plan.

true

false

In a proactive relationship, a salesperson phones customers shortly after the sale to check whether the product meets expectations and asks for product improvement suggestions and any specific disappointments.

true

false

Low profit margins per customer suggest that the marketer should pursue basic transactional relationships augmented by brand image advertising.

true

false

While IMC is a process, it isn't really a concept.

true

false

Wholeness is the principal benefit of IMC.

true

false

For a company to truly understand IMC, it must look through the eyes of the customers.

true

false

Planned messages often have the most impact and can affect customers' attitudes dramatically.

true

false

Messages from the product, price, or distribution elements are typically referred to as service messages.

true

false

Companies have little control over unplanned messages.

true

false

Of all the business functions, marketing is the only one whose primary role is to bring in revenue.

true

false

While the marketing process isn't involved with pricing products, it is involved with developing them, promoting them, and making them available to customers.

true

false

Companies aim professional advertising at resellers to obtain greater distribution of their products.

true

false

B2B advertising often uses consumer mass media.

true

false

From the consumers' viewpoint, if two brands are equal in price, the one with the higher quality is the better value.

true

false

Image advertising, which creates a perception of a company or a personality for a brand, tends to be explicit about price.

true

false

In global advertising, messages are consistent in ads placed around the world.

true

false

Personal selling would typically be used by companies producing consumer cleaning products such as laundry detergent or hand soap.

true

false

Media advertising is only one of many promotional tools that companies use to communicate information about themselves and their brands.

true

false

**MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.**

When a company deliberately coordinates and integrates messages about its products or brands, it is practicing

integrated marketing communications.

sales promotion.

word-of-mouth advertising.

personal selling.

viral marketing.

\_\_\_\_\_ is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take action.

Advertising

Word-of-mouth publicity

Sales promotion

Direct marketing

Public relations

A chain of bookstores hired an advertising agency to promote its products. The chain is the \_\_\_\_\_ of the advertising

sponsor

persona

player

author

actor

A real or imaginary spokesperson who lends some voice or tone to the ad within the text of the ad is known as a(n)

composer.

benefactor.

persona.

author.

source.

An advertisement for a law firm included a young man who received payment from his employer after he was injured on the job. This story persuaded others with workplace injuries to contact the law firm. This is an example of a(n)

context message.

feedback message.

drama message.

narrative message.

public message.

The\_\_\_\_\_, who are addressed by the ad's spokesperson, are not real.

sponsorial consumers

actual consumers

gatekeepers

implied consumers

personas

Ethan leads a team in creating a television commercial for running shoes, but before the commercial can air, he must get the approval of the\_\_\_\_\_, who decide whether the ad will run or not.

authors

actual consumers

implied consumers

personas

sponsorial consumers

Martine reminded her advertising team that there were numerous advertisements for house paint they would be competing with when they introduced the new line of durable house paint. These competing ads are examples of

noise.

clout.

jargon.

feedback.

cues.

A new home goods store placed an ad in the local newspaper to attract consumers during the Christmas season. But most people missed the ad because a newly-opened discount department store in the area ran multiple colorful ads in the same newspaper. The ads distracted potential consumers from viewing the home goods ad and sales were lower than expected. The ads of the department store served as \_\_\_\_\_ for the home goods store.

feedback

noise

information overload

a source maze

a grapevine

Reina and her husband Jackson are trying to save money, and whenever they see a coupon on social media for a certain local restaurant, they use it. To the advertiser, this coupon redemption is a form of

gatekeeping.

noise.

feedback.

cue.

relationship marketing.

Sarita recently got engaged, and she sees an advertisement for an upcoming wedding expo featuring numerous vendors. She e-mails the contact for the expo and requests more information. In the context of advertising, her e-mail is a form of noise.

word-of-mouth communication.

social media marketing.

feedback.

relationship marketing.

Nella thinks it's important for her company to build long-term connections with customers, suppliers, and distributors. She wants to develop trust among all the stakeholders for the good of the company. Nella wants to foster

transactional marketing.

relationship marketing.

mass customization.

branding.

social marketing.

Companies that commit to relationship marketing are generally trying to

win back customers lost from shoddy products or poor service.

make up for the cost of acquiring new customers.

acquire data that creates a detailed and sophisticated view of the customer

lure customers through offensive marketing.

adopt a marketer-centric perspective in creating brand messages.

An oil-change shop encourages its employees to complete oil changes as quickly as possible. Why must the company be cautious of pushing so hard for speed that it loses quality?

It is easy to lure satisfied customers away from competitors.

85 percent of a company's profit comes from trial or sporadic purchasers.

Offensive marketing typically costs less than defensive marketing.

Great advertising will not win back a customer lost as the result of poor service.

Reducing customer defections by 30–80 percent can improve profit potential by about 8 percent.

An athletics gear company is preparing to release a new line of products. As it assesses markets, what should its first market be?

new customers.

sponsorial consumers.

target consumers.

implied consumers.

current customers.

Angeli works at a spa. She is responsible for reaching out to new clients after their first visit to check whether the spa met their expectations and ask if there's anything it can improve on. What type of relationship does this spa foster?

accountable

basic transactional

partnership

proactive

reactive

When a company sells a product but does not follow up in any way, it is involved in a(n)\_\_\_\_\_ relationship.

primary

basic transactional

reactive

accountable

proactive

Rikard owns a computer repair shop. When customers pick up their fixed computers, he always encourages them to call him if they have any problems. What type of relationship does this represent?

accountable relationship

proactive relationship

reactive relationship

basic transactional relationship

partnership

In a(n)\_\_\_\_\_, the salesperson phones customers shortly after the sale to check whether the product meets expectations.

secondary relationship

proactive relationship

basic transactional relationship

accountable relationship

reactive relationship

Keri works for a cell phone service provider, and she contacts existing customers three times each year to let them know about upgrade options and sales on new phones. This is an example of a(n)

reactive relationship.

accountable relationship.

partnership.

basic transactional relationship.

proactive relationship.

In a(n)\_\_\_\_\_, the company works continuously with customers (and other stakeholders) to discover ways to deliver better value.

partnership

proactive relationship

accountable relationship

reactive relationship

basic transactional relationship

With regards to stakeholders, companies must be aware that  
an employee cannot be a stockholder.

there may be significant overlap in stakeholder roles.

stakeholders uniformly require reactive relationships.

the number of stakeholders is unimportant in marketing.

product messages have negligible influence on a stakeholder's relationship decision.

What is the principal benefit of IMC?

high profit

accountability

synergy

customer retention

partnership

According to Nowak and Phelps, which tactic does the IMC approach focus on?

decreasing reliance on targeted messages

reaching larger segments

lowering use of consumer data

emphasizing less on advertising relative to other strategies

extensively using electronic and mass media

Ensuring the various marketing mix elements such as advertising direct-response, sales promotions, and the like, work together is referred to as

viral marketing.

word-of-mouth public relations.

advertising.

partnership.

coordinated marketing communications.

A grocery store uses traditional promotional messages through advertising, publicity, and personal selling. This store is using

planned messages.

product messages.

inferred messages.

service messages.

unplanned messages.

\_\_\_\_\_ messages often have the least impact because they are seen as self-serving.

Product

Planned

Inferred

Service

Unplanned

According to the integration triangle, which type of message is a “say” message?

service messages

inferred messages

planned messages

product messages

unplanned messages

Tara goes online and leaves a review outlining what she did and did not like about her recent customer service experience with a computer company. Within the integration triangle, this is a(n) \_\_\_\_\_ message.

say

inferred

do

confirmed

service

According to the integration triangle, what is a “do” message?

planned messages

event sponsorships

publicity releases

unplanned messages

service messages

Of all the business functions, \_\_\_\_\_ is the only one whose primary role is to bring in revenue.

marketing

research and development

human relations management

information management

accounting

\_\_\_\_\_ is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Advertising

Market research

Profit planning

Distribution

Marketing

A firm's advertising is always aimed at a particular segment of the population referred to as the implied consumers.

target audience.

sponsorial consumers.

niche market.

concentrated market.

A firm's marketing activities are always aimed at a particular segment of the population called the

niche market.

objective market.

target market.

implied market.

concentrated market.

A television commercial for an amusement park falls under the category of \_\_\_\_\_ advertising.

business

professional

farm

corporate

consumer

\_\_\_\_\_ advertising is aimed at people who buy the product for their own or someone else's use.

Business

Trade

Consumer

Professional

Farm

A medical clinic receives a flyer in the mail advertising medical equipment. This flyer is a form of

public service advertising.

business advertising.

consumer advertising.

retail advertising.

covert advertising.

Companies aim \_\_\_\_\_ at resellers to obtain greater distribution of their products.

in-store advertising

professional advertising

public service advertising

trade advertising

consumer advertising

Advertising targeted at shoe stores to increase the distribution of a company's boots is an example of

trade advertising.

professional advertising.

consumer advertising.

noncommercial advertising.

farm advertising.

The type of advertising published in education journals aimed at teachers is referred to as trade advertising.

professional advertising.

consumer advertising.

noncommercial advertising.

retail advertising.

The local pharmacy advertises its line of allergy medicines as equal in strength to more expensive brands. The store is using

image advertising.

price advertising.

sale advertising.

trade advertising.

professional advertising.

A surfing supply company based in Florida also has branches in California and Hawaii. It uses \_\_\_\_\_, in which ads are placed in the local media or regional editions of the national media.

international advertising

district advertising

regional advertising

national advertising

global advertising

A company releases a new cell phone and decides to use the same advertising message wherever it advertises around the world. In other words, the company decides to use

national advertising.

international advertising.

global advertising.

regional advertising.

local advertising.

Prescott decides to advertise his locally-grown produce shop through direct mail. Prescott is using\_\_\_\_\_ advertising.

national

peripheral

local

regional

global

Zabel offers catering for events. She invites prospective customers to come in for tastings and to discuss any questions they might have. What type of promotion is Zabel utilizing to sell her business?

personal selling

social media marketing

cold calling

professional advertising

public service advertising

The drawback to personal selling is its

low frequency and reach.

high cost.

inability to convey information.

impersonal feel.

inability to give demonstrations.

An ad promoting a company's mission or philosophy is called

awareness advertising.

product advertising.

nonproduct advertising.

noncommercial advertising.

action advertising.

\_\_\_\_\_ is used around the world by governments and nonprofit organizations to seek donations, volunteer support, or changes in consumer behavior.

Trade advertising

Product advertising

Nonproduct advertising

Noncommercial advertising

Professional advertising

What communication tool should a company consider using when it is willing to offer special incentives to motivate customers to take action?

covert advertising

personal selling

image advertising

noncommercial advertising

sales promotion

A chain of smoothie shops receives criticism for the high amount of nonrecyclable waste it produces. The chain hosts a large Earth Day event to raise awareness for environmental responsibility and invites the press. At the event, it presents a check to an environmental nonprofit organization. This is an example of

direct selling.

public relations.

noncommercial advertising.

direct-response advertising.

personal selling.

What type of advertising is considered good at creating awareness and credibility for a business firm at relatively low cost?

covert advertising

public relations advertising

direct-response advertising

nonproduct advertising

professional advertising

When Osamu attends a professional baseball game, he receives a flyer with information about games for the rest of the season. This flyer is an example of

sales gimmicks.

premiums.

noise.

bonus goods.

collateral materials.

When Chadwick stopped by a city's visitor center, he noticed a rack of brochures promoting restaurants and activities in the area. What form of promotion do these brochures represent?

personal selling

public relations

trade fair

collateral materials

noise

When Raven purchases a new box of contact lenses, she receives a rebate on the purchase price if she purchases enough for a whole year. This is an example of the use of

collateral material.

public relations.

personal selling.

sales promotion.

awareness advertising.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

Define integrated marketing communications.

Why do companies practice IMC?

How did Albert Lasker define advertising at the beginning of the 20th century?

What does the phrase “advertisements are designed to persuade” mean?

How does advertising reach people?

What is “noise”?

What are the three literary forms used in advertising messages?

Who are implied consumers?

What is relationship marketing?

What are the three objectives that companies committed to relationship marketing try to accomplish?

Explain the costs of defensive marketing.

According to Nowak and Phelps, what are the four related tactics the IMC approach focuses on?

Name and briefly describe the four sources of company/brand-related messages according to Duncan and Moriarty.

Describe the three types of messages represented in the integration triangle.

What are the three priorities for an organization's integration process suggested by Duncan?

What occurs in the marketing process?

Describe how IMC impacts a purchase decision using an actual purchase scenario.

Describe the different components of the advertising definition: Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

Describe the traditional human communication process.

How does the human communication process relate to the advertising process?

When considering receiver dimensions, list and briefly describe the three types of consumers.

According to Kotler and Keller, what are the five levels of relationships that can be formed between a company and its various stakeholders?

What is the ultimate goal of the marketing process?

Identify and briefly describe the three types of specialized business advertising.

What is the difference between global advertising and international advertising?

What is the difference between product and nonproduct advertising?

## **Answer Key**

Test name: CH1 Contemporary Advertising E17

FALSE

IMC helps companies adopt a consumer-centric, rather than marketer-centric, perspective in creating brand messages.

FALSE

Marketing communications encompasses the many forms companies use to promote their products and services: commercials, websites, text messages, coupons, sales letters, etc.

FALSE

According to the interactive model of communication, marketers no longer dominate the exchange of messages.

FALSE

The sponsor does not usually produce the message. That is the typical role of the sponsor's advertising agency.

TRUE

The implied consumers, who are addressed by the ad's persona, are not real. They are imagined by the ad's creators to be ideal consumers who accept uncritically the arguments made by the ad.

TRUE

Unhappy customers frequently go online to share their bad experiences with others. And since most consumers report that online reviews affect their purchasing decisions, companies have a big stake in fostering positive relationships.

FALSE

Defensive marketing typically costs less than offensive marketing because it isn't easy to lure satisfied customers away from competitors. In fact, it costs five to eight times as much in marketing, advertising, and promotion to acquire a new customer as it does to keep an existing one.

FALSE

In a basic transactional relationship, a company sells the product but does not follow up in any way, such as when you buy a meal at a fast-food chain.

FALSE

In an accountable relationship, a salesperson phones customers shortly after the sale to check whether the product meets expectations and asks for product improvement suggestions and any specific disappointments. In a proactive relationship, the salesperson or company contacts customers from time to time with suggestions about improved product use or helpful new products.

TRUE

Low profit margins per customer suggest that the marketer should pursue basic transactional relationships augmented by brand image advertising.

FALSE

IMC is both a concept and a process.

FALSE

The concept of integration is wholeness. Achieving this wholeness in communications creates synergy—the principal benefit of IMC—because each element of the communications mix reinforces the others for greater effect.

TRUE

To understand IMC, we have to look through the customer's eyes. Customers develop perceptions of the company or brand through a variety of sources: news reports, word of mouth, gossip, experts' opinions, financial reports, websites, blogs, and even the CEO's personality.

FALSE

Planned messages are the traditional promotional messages and often have the least impact because they are seen as self-serving.

FALSE

Messages from the product, price, or distribution elements are typically referred to as product (or inferred) messages.

TRUE

Companies have little control over the unplanned messages that emanate from employee gossip, unsought news stories, comments by the trade or competitors, word-of-mouth rumors, or major disasters.

TRUE

Of all the business functions, marketing is the only one whose primary role is to bring in revenue.

FALSE

The marketing process includes developing products, pricing them strategically, making them available to customers through a distribution network, and promoting them through IMC activities.

FALSE

Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products. Professional advertising is aimed at teachers, accountants, doctors, dentists, architects, engineers, lawyers, and the like.

FALSE

Business advertising (also called business-to-business, or B2B, advertising) rarely uses consumer mass media and is typically invisible to consumers.

TRUE

If two brands are priced similarly, the one higher in quality is the better value. If two brands are equal in quality, the one with the lower price is the best value.

FALSE

Image advertising, which creates a perception of a company or personality for a brand, is rarely explicit about price.

TRUE

Place (or more accurately, distribution) affects the type of advertising used. In global advertising, messages are consistent in ads placed around the world.

FALSE

Personal selling is ideal for conveying information and consummating the sale, especially on high-ticket items such as cars and real estate.

TRUE

Companies use a wide variety of promotional tools other than media advertising to communicate information about themselves and their brands. These collateral materials include flyers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

A

The totality of what consumers think and feel about a brand is affected by every experience with the company. Knowing this, companies deliberately coordinate and integrate messages about their products or brands, a practice known as integrated marketing communications, or IMC.

A

Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

A

The company that is advertising a product or idea is the sponsor.

C

A real or imaginary spokesperson who lends some voice or tone to the ad within the text of the ad is known as a persona.

D

Ads use narrative messages in which a third-person persona tells a story about others to an imagined audience.

D

The receivers of advertising are multidimensional. Within the text, every ad or commercial presumes an audience. These implied consumers, who are addressed by the ad's persona, are not real.

E

When we move outside the text of the ad, the first audience is a group of decision makers at the sponsor or advertiser. These sponsorial consumers are the gatekeepers who decide if the ad will run or not.

A

A sponsor's advertising message must compete with hundreds of other commercial and noncommercial messages every day. These messages are referred to as noise.

B

Advertising messages must compete with hundreds of other commercial and noncommercial messages every day. This is referred to as noise.

C

In advertising, feedback can take many forms: redeemed coupons, website visits, phone inquiries, visits to a store, retweets, Facebook posts, increased sales, responses to a survey, or e-mail inquiries.

D

In advertising, feedback can take many forms: redeemed coupons, website visits, phone inquiries, visits to a store, retweets, Facebook posts, increased sales, responses to a survey, or e-mail inquiries.

B

Relationship marketing aims to develop and manage long-term relationships and/or trusting relationships with consumers, distributors, suppliers, and other parties in the marketing environment.

C

Companies that commit to relationship marketing are generally trying to acquire data that creates a detailed and sophisticated view of the customer.

D

Companies must focus on managing loyalty among carefully chosen customers and stakeholders for great advertising will not win back a customer lost from shoddy products or poor service.

E

A company's first market should always be its current customers. Many marketers commit resources to post-sale activities, making customer retention their first line of defense.

A

In an accountable relationship, the salesperson phones customers shortly after the sale to check whether the product meets their expectations and ask for product improvement suggestions.

B

In a basic transactional relationship, a company sells the product but does not follow up in any way.

C

In a reactive relationship, a company or salesperson sells products and encourages customers to call if they encounter any problems.

D

In an accountable relationship, the salesperson phones customers shortly after the sale to check whether the product meets expectations and asks for product improvement suggestions and any specific disappointments.

E

A proactive relationship is one in which the salesperson or company contacts customers from time to time with suggestions about improved product use or helpful new products.

A

In a partnership, the company works continuously with customers (and other stakeholders) to discover ways to deliver better value, such as with a family's financial planner.

B

The relationship a company seeks with a customer is different from the one it seeks with its suppliers. However, there can be significant overlap in stakeholder roles. An employee may also be a customer and a stockholder.

C

Achieving wholeness in communications creates synergy—the principal benefit of IMC—because each element of the communications mix reinforces the others for greater effect.

D

The IMC approach, according to Nowak and Phelps, focuses on four related tactics:

1. less emphasis on advertising relative to other promotional tools,
2. heavier reliance on micro-targeting and tailored messages,
3. reliance on consumer data, and
4. changed expectations for marketing communications suppliers.

E

Ensuring the various marketing mix elements such as advertising direct-response, sales promotions, and the like, work together is coordinated marketing communications.

A

Planned messages are traditional promotional messages—advertising, sales promotion, personal selling, merchandising materials, publicity releases, and event sponsorships.

B

Planned messages often have the least impact because they are seen as self-serving.

C

Planned messages are “say” messages—what companies say about themselves.

D

Unplanned messages are “confirm” messages because that's what others say and confirm (or not) about what the company says and does.

E

Product and service messages are “do” messages because they represent what a company does.

A

Of all the business functions, marketing is the only one whose primary role is to bring in revenue.

E

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

B

A firm's marketing activities are always aimed at a particular segment of the population—its target market. Likewise, advertising is aimed at a particular group called the target audience.

C

A firm's marketing activities are always aimed at a particular segment of the population—its target market.

E

Consumer advertising is usually sponsored by the producer (or manufacturer) of the product or service, and is typically directed at consumers, people who buy the product for their own or someone else's personal use.

C

Usually sponsored by the producer (or manufacturer) of the product or service, these ads are typically directed at consumers, people who buy the product for their own or someone else's personal use.

B

Companies use business advertising to reach people who buy or specify goods and services for business use. It tends to appear in specialized business publications or professional journals, in direct-mail pieces sent to businesses, or in trade shows.

D

Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products.

A

Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products.

B

Advertising aimed at teachers, accountants, doctors, dentists, architects, engineers, lawyers, and the like is called professional advertising and typically appears in official publications of professional societies.

B

In price advertising, an ad claims the product is equal in quality to higher priced brands. Other goods and services, which do not attempt to compete on price, emphasize product quality.

C

Some companies sell only in one part of the country or in two or three states. They use regional advertising, placing their ads in local media or regional editions of national media.

C

Global marketers may use global advertising, in which messages are consistent in ads placed around the world.

C

Businesses and retailers that sell within one small trading area typically use local advertising placed in local media or direct mail.

A

In personal selling, salespeople deal directly with customers either face-to-face or via telemarketing. This offers the flexibility possible only through human interaction. Personal selling is ideal for conveying information, giving demonstrations, and consummating the sale.

B

The drawback to personal selling is its high cost, so companies that emphasize personal selling in their marketing mix often spend a lower percentage of sales on advertising than other firms.

C

To sell ideas, organizations use nonproduct advertising.

D

Noncommercial advertising is used around the world by governments and nonprofit organizations to seek donations, volunteer support, or changes in consumer behavior.

E

Sales promotion is a communication tool that offers special incentives to motivate people to act right away.

B

Public relations (PR) is an umbrella process—much like marketing—responsible for managing the firm's relationships with its various publics. PR is much larger than just a tool of marketing communications. However, as part of their marketing mix, marketers use a number of public relations activities because they are so good at creating awareness and credibility for the firm at relatively low cost.

B

Marketers use a number of public relations activities because they are so good at creating awareness and credibility for the firm at relatively low cost.

E

Companies use a wide variety of promotional tools other than media advertising to communicate information about themselves and their brands. These collateral materials include flyers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

D

Collateral materials include fliers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

D

Sales promotion is a communication tool that offers special incentives to motivate people to act right away. The incentives may be coupons, free samples, contests, or rebates on the purchase price.

Short Answer

Integrated marketing communications is a practice in which firms strategically plan, coordinate, and integrate messages that target important audiences about their products or brands.

Short Answer

Companies practice IMC because IMC helps companies adopt a consumer-centric, rather than marketer-centric, perspective in creating brand messages. Another reason companies use an IMC perspective is that consumers learn about brands from far more sources than just advertising. Smart companies try to think carefully about all of the ways consumers experience their brands.

Short Answer

At the beginning of the 20th century, Albert Lasker, often regarded as the father of modern advertising, defined it as “salesmanship in print, driven by a reason why.”

Short Answer

Whatever the audience, ads are designed to persuade, that is, change the attitudes, beliefs, or behaviors of ad targets in a way desired by the company. When the targets are already customers, ads are designed to reinforce and strengthen these attitudes, beliefs, or behaviors.

Short Answer

Advertising reaches people through a channel of communication referred to as a medium. An advertising medium is any nonpersonal means used to present an ad to a large audience.

Short Answer

Noise refers to the distracting cacophony of many other messages being sent at the same time by other sources.

Short Answer

Advertising messages typically use one or a blend of three literary forms: autobiography, narrative, or drama.

Short Answer

The receivers of advertising are also multidimensional. Within the text, every ad or commercial presumes an audience. These implied consumers, who are addressed by the ad's persona, are not real. They are imagined by the ad's creators to be ideal consumers who accept uncritically the arguments made by the ad.

Short Answer

Relationship marketing is marketing with the conscious aim to develop and manage long-term and/or trusting relationships with customers, distributors, suppliers, or other parties in the marketing environment.

### Short Answer

Companies that commit to relationship marketing are generally trying to accomplish three things:

1. identify, satisfy, retain, and maximize the value of profitable customers;
2. manage the contacts between the customer and the company to ensure their effectiveness; and
3. acquire data that creates a detailed and sophisticated view of the customer.

### Short Answer

Defensive marketing, which attempts to retain loyal customers, typically costs less than offensive marketing, which seeks new customers, because it isn't easy to lure satisfied customers away from competitors. In fact, it costs five to eight times as much in marketing, advertising, and promotion to acquire a new customer as it does to keep an existing one.

### Short Answer

The IMC approach, according to Nowak and Phelps, focuses on four related tactics:

1. less emphasis on advertising relative to other promotional tools,
2. heavier reliance on micro-targeting and tailored messages,
3. reliance on consumer data, and
4. changed expectations for marketing communications suppliers.

### Short Answer

Duncan and Moriarty describe four sources of company/brand-related messages stakeholders receive: planned messages, which are the traditional promotional messages; product messages, which originate in the product, price, or distribution elements of marketing mix; service messages, which are interactions between employees and customers; and unplanned messages, which are messages that emanate from employee gossip, unsought news stories, comments by the trade or competitors, word-of-mouth rumors, or major disasters.

### Short Answer

Planned messages are say messages—what companies say about themselves. Product and service messages are do messages because they represent what a company does. Unplanned messages are confirm messages because that's what others say and confirm (or not) about what the company says and does.

### Short Answer

To maximize the synergy benefits of IMC, Duncan suggests three priorities for an organization's integration process. It should first ensure consistent positioning, then facilitate purposeful interactivity between the company and its customers or other stakeholders, and finally actively incorporate a socially responsible mission in its relationships with its stakeholders.

Short Answer

Marketing is **aprocess**—a sequence of actions or methods—aimed at satisfying customer needs profitably. This process includes developing products, pricing them strategically, making them available to customers through a distribution network, and promoting them through IMC activities.

Short Answer

Answers will vary but should provide a scenario in which the student is making a purchase and then relate the steps in that purchase to IMC. It might include the student first seeing the ad for the product on Facebook, then checking reviews for it on the store website, comparing prices for the product among various stores, etc.

Short Answer

Advertising is a form of communication, often defined as a process through which meaning is exchanged between individuals using a system of symbols, signs, or behavior. Advertising is directed to groups of people, usually referred to as audiences, rather than to individuals. The costs of advertising are paid by sponsors. An ad identifies its source, the sponsor. Finally, advertising reaches people through a channel of communication referred to as a medium.

Short Answer

The process begins when one party, called the source, formulates an idea, encodes it as a message, and sends it via some channel to another party, called the receiver. The receiver must decode the message in order to understand it. To respond, the receiver formulates a new idea, encodes it, and then sends the new message back through some channel. A message that acknowledges or responds to the original message constitutes feedback, which also affects the encoding of a new message. And, of course, all this takes place in an environment characterized by noise—the distracting cacophony of many other messages being sent at the same time by other sources.

Short Answer

Applying this model to advertising, we could say that the source is the sponsor, the message is the ad, the channel is the medium, the receiver is the customer or prospect, and the noise is the din of competing messages, including other ads.

#### Short Answer

Implied consumers, who are addressed by the ad's persona, are not real. They are imagined by the ad's creators to as ideal consumers who accept uncritically the arguments made by the ad. These are the people imagined by the copywriter as they compose the words that appear on paper or in digital form. Sponsorial consumers are the gatekeepers who must decide if the ad will run or not. Before an ad gets a chance to persuade a real consumer, the ad's authors must first persuade the sponsor's executives and managers who pay for the campaign. Finally, the actual consumers—equivalent to the receiver in oral communications—are people in the real world who make up the ad's target audience. They are the people to whom the sponsor's message is ultimately directed.

#### Short Answer

Basic transactional relationship: The company sells the product but does not follow up in any way.

Reactive relationship: The company (or salesperson) sells the product and encourages customers to call if they encounter any problems.

Accountable relationship: The salesperson phones customers shortly after the sale to check whether the product meets expectations and asks for product improvement suggestions and any specific disappointments. This information helps the company continuously improve its offering.

Proactive relationship: The salesperson or company contacts customers from time to time with suggestions about improved product use or helpful new products.

Partnership: The company works continuously with customers (and other stakeholders) to discover ways to deliver better value.

#### Short Answer

The ultimate goal of the marketing process is to earn a profit by consummating the exchange of goods or services with those customers who need or want them.

#### Short Answer

In addition to general business advertising, there are three specialized types of business advertising: trade, professional, and agricultural. Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products.

Advertising aimed at teachers, accountants, doctors, dentists, architects, engineers, lawyers, and the like is called professional advertising and typically appears in official publications of professional societies.

Companies use agricultural (or farm) advertising to promote products and services used in agriculture to farmers and others employed in agribusiness.

#### Short Answer

Global advertising uses messages that are consistent around the world. On the other hand, international advertising may contain different messages and even be created locally in each geographic market.

#### Short Answer

To promote their goods and services, companies use product advertising. To sell ideas, though, organizations use nonproduct **advertising**.