

# Mktg 2202 midterm review



**ASSIGN  
BUSTER**

Chp 1 \* The promotional mix \* Advertising \* Sales Promotion \* Public Relations \* Direct Marketing \* internet marketing \* personal selling Chp 3 \* Consumer Decision Making Decision Stage| Psychological Process| Need Recognition| Motivation| Information Search| Perception| Alternative Evaluation| Attitude Formation| Purchase Decision| Integration| Postpurchase Evaluation| Learning| \* Target Market and Target Audience \* Target Market \* The group of consumers toward which an overall marketing program is directed. \* Target Audience \* A group of consumers within the target market for which the advertising campaign is directed. Target audience options: prospector and perceiver perspective \* Brand loyal customers regularly buy the firm's product \* Favourable brand switchers buy focal brand but also buy others \* Non-customers \* New category users customers not purchasing within a product category \* Other brand switchers not consistently purchasing focal brand \* Other brand loyalists loyal to another brand Chp4 \* The communications process Feedback Feedback Response Response decoding decoding Encoding Encoding Receiver Receiver Channel Message Channel Message Source/Sender Source/Sender chp4 1.

Traditional Models a. Aida b. Hierarchy of effects c. Innovation adoption model d. Information processing model 2. Response process models e. Standard learning model > learn/feel/do f. Dissonance/attribution model > do/ feel/learn g. Low involvement model> learn/ do/ feel 3. Cognitive response models h. Cognitive response approach-message/source/ad i. Elaboration likelihood model-central/peripheral Chp 5 \* Dagmar Definition of Objectives \* Target Audience \* Benchmark and Degree of Change Sought \* Specified Time period \* Concrete, measurable tasks \* What affects sales?

\*Technology\* Competition \* The economy Advertising and promotion \* Product quality \* Distribution \* Price Chp 6 \* Brand Strategy models \* Salient Beliefs \* Beliefs concerning specific attributes or benefits that are activated and form the basis of an attitude \* Evolve over time \* Differ across various segments \* Brand positioning Strategy \* Relates to the intended image of a product or brand relative to a competing brand for a give competitive space as defined by certain product market or category characteristics Chp7 \* Source The person involved in communicating a marketing message, either directly or indirectly Direct Source| Indirect Source|

A spokesperson who delivers a message or demonstrates a product or service| Doesn't actually deliver a message| Andre Agassi endorsing head tennis rackets| Draws attention to or enhances the appearance of the ad| | A model| Seeking the major idea Seeking the major idea Chp 8 \* Creative Execution Style \* The way in which an advertising appeal is presented \* Message Structure \* The structure of a persuasive message can influence its effectiveness \* Design Elements \* The way in which components are place on the page or screen \* Ad execution Techniques Straight-sell / Factual| Animation|

Scientific/technical evidence| Personalitysymbol| Demonstration| Imagery| Comparison| Dramatization| Slice of life| Humour| testimonial| | Chp9 \* Marketing Testing Print Ads Post-test of Print Ads Post-test of Print Ads \* Reasons for and against measuring effectiveness \* Reasons to measure \* Avoid costly mistakes \* Evaluate Alternative Strategies \* Increase Advertising Efficiency \* Reasons Not to measure \* Cost \* Problems with Research \* Disagreement on what to test \* Objections of creative specialists

Chp 10 \* Media Tactics Decisions \* Media Vehicle \* Budget Adjustments \*  
Blocking Chart \* Media Strategy Decisions