Review:

Chapter 1, 2, 3, 4

Know:

1. Definition of communication
2. What is decoding
3. Agency staff responsibilities: brand manager, account executive, creative, account planners
4. Emerging trends in advertising: Emphasis on accountability and measurable results, Changes in tasks performed by key players, Explosion in use of alternative media
5. Mass, addressable, interactive alternative media, nontraditional (examples of each)
6. 5 Stages of the communication process
7. What is noise and clutter
8. Components of the Marketing mix (4 P’s)
9. What is the foundation of an IMC program (look at the pyramid)
10. Trends impacting the use of integrated advertising and marketing communication (information technology, brand equity, channel power, competition increase, consumer in charge)
11. Benefits to the consumer of a quality corporate image
12. Benefits to the corporation of a quality corporate image
13. Understand the differences between reinforcing, rejuvenating, changing a corporate image.
14. Examples of overt, implied, conceptual, iconoclastic names
15. What is stimulus codeability
16. Define the different types of brands: (family, co-branding, flanker, etc)
17. What goes on during an internal and external information search, what factors affect time spend on searches
18. Define consumer attitudes: Cognitive, Affective, conative
19. Different positioning strategies (attribute, use or application, product user, product class)
20. What is a multiattribute approach to evaluating a product/service
21. Define these different segmentation techniques: demographics, psychographics, geodemographics, benefit
22. Trends in consumer buying environment: Age complexity, Gender complexity, Individualism, Activebusy lifestyles, Cocooning, Pleasure binges, Health Emphasis
23. Fastest growing media
24. What is your teachers name?