Exam Topics

I. WHAT IS ADVERTISING?

II. CONSUMER BEHAVIOR.

III. THE BASICS OF MARKETING.
   • The Marketing Concept. The Target Market. Market Segmentation.

IV. PRODUCT AND PRICE PLANNING.

V. DISTRIBUTION PLANNING.
   • Channel of Distribution. Supply Chain Management. Distribution Logistics.

VI. PROMOTION PLANNING.
   • Promotion. Advertising and Public Relations. Personal Selling and Sales Promotion. Other Types of Promotion.

VII. ADVERTISING MEDIA.
   • Traditional Advertising Media. The Internet and Advertising. Alternative Forms of Advertising Media.
VIII. EFFECTIVE ADVERTISING AND SALES PROMOTION.
   • Developing an Effective Advertising Campaign. Marketing Research for Advertising. Developing an Effective Sales Promotion Strategy.

IX. COMMUNICATING EFFECTIVE ADVERTISING AND PROMOTIONAL MESSAGES.
   • Role of Communication. Types of Communication. Effective Advertising and Promotional Messages.

X. MANAGEMENT OF EFFECTIVE ADVERTISING.

XI. CONSUMER-ORIENTED ADVERTISING AND SALES PROMOTION.

XII. THE ECONOMICS OF ADVERTISING.
   • Advertising and the Economy. Financial Planning for Advertising. Factors Affecting the Advertising Budget.

XIII. LEGAL AND ETHICAL ISSUES AFFECTING ADVERTISING.

XIV. ADVERTISING IN A MULTICULTURAL MARKET.

XV. PLANNING YOUR FUTURE IN ADVERTISING.
Sample Questions
1. The product and service preferences of customers rarely change, making it relatively easy for businesses to understand what customers want.
   a. True
   b. False

2. The extent of separation between social classes within a culture is known as power distance.
   a. True
   b. False

3. The first step in the consumer decision-making process is to
   a. evaluate alternatives
   b. search for information
   c. recognize the problem
   d. compare prices

4. Researchers primarily use two different processes when collecting data. These two basic processes are
   a. online market research and in-person market research
   b. primary market research and online market research
   c. primary market research and secondary market research
   d. data collection research and intuitive, creative research

5. Describe the changing demographics in the United States in terms of the growth of the African Americans, Asian Americans, and Hispanic Americans. How will this affect advertising in the next 10 to 20 years?