

MKTG 403 - Final exam study guide 2024/2025

History of Advertising - ANSWER word-of-mouth, printing press, newspaper ads, now everywhere

IMC - ANSWER integrated marketing communication

learning measures - ANSWER TOM awareness, Ad recall, Brand Recall

biggest factor affecting recall - ANSWER recency - last in first out

AIDA - ANSWER Attention, Interest, Desire, Action

AR< Required resources - ANSWER miss the point, no persuasion
time issue (billboard w a full paragraph)

AR> Required resources - ANSWER counter argumentation
begins to occur

OR

if favorable disposed, self persuasion occurs.

types of POD - ANSWER attributes/benefits(hard sell)

image based (celebrity endorser)

emotion (you are going to feel ___)

value based (you get the same quality for lower cost)

Advertising agencies began... - ANSWER post civil war

Consumer skepticism/counter-argumentation - ANSWER feared
subliminal advertising messages. (even though that is not used and
would be ineffective)

CAE - ANSWER C: cognition (thinking)

A: Affect (feeling). Can experience affect transfer (qualtrics sponsors

Mktg Study Guide

Tao Wei



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Mktg Study Guide: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels enthraling the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the fascinating narratives that have captivated audiences this year. Mktg Study Guide : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Mktg Study Guide : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Mktg Study Guide : Delia Owens' "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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