

## PRINCIPLES OF MARKETING: EXAM 3 Study Guide

### Chapter 15 | Marketing Communications

What is the main function of a promotional strategy? \_\_\_\_\_

What are the elements of the promotional mix? \_\_\_\_\_

Give an example of how each of the following would be used to promote a product or service.

Reminder \_\_\_\_\_

Persuasive \_\_\_\_\_

Informative \_\_\_\_\_

Connect \_\_\_\_\_

What are the primary promotion goals for each stage of the product life cycle? \_\_\_\_\_

What activity focuses on growth in short term sales? \_\_\_\_\_

What does AIDA stand for, and what is it designed to accomplish? \_\_\_\_\_

Point-of-purchase displays are mostly trying to create \_\_\_\_\_.

What is the difference between a pull strategy and a push strategy, and when should each one be used? \_\_\_\_\_

### Chapter 16 | Advertising, Public Relations, and Sales Promotion

The most effective promotional method for long-term appeal to the mass market is \_\_\_\_\_.

What is the point of sales-advertising curve and why should a company know where they are on the curve? \_\_\_\_\_

What is the difference between Institutional advertising and Product advertising? \_\_\_\_\_

What is pioneering advertising, and when should it be used? \_\_\_\_\_

# Study Guide Principles Of Marketing

**A Gutmann**



## **Study Guide Principles Of Marketing:**

This book delves into Study Guide Principles Of Marketing. Study Guide Principles Of Marketing is a crucial topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Study Guide Principles Of Marketing, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
  - Chapter 1: Introduction to Study Guide Principles Of Marketing
  - Chapter 2: Essential Elements of Study Guide Principles Of Marketing
  - Chapter 3: Study Guide Principles Of Marketing in Everyday Life
  - Chapter 4: Study Guide Principles Of Marketing in Specific Contexts
  - Chapter 5: Conclusion
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