

Elements of an Integrated Marketing Communication Strategy:

Advertising (most visible IMC component) → entails the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firm, non-profit organisations, government agencies

i.e. who seek to persuade/inform members of their target audience of their product

Steps in Planning & Executing an Ad Campaign:

Step 1: Identify the Target Audience

- Success depends on how well the advertiser can identify its target audience
- Target audience may or may not be the same as current users e.g. NBA fans are familiar with adidas so they feature DRose on their ads, but pop music fans wouldn't pay attention to sport brands so the marketers feature Katy Perry

Step 2: Set Advertising Objectives (Advertising Plan)

- **Pull strategy** → when the goal is to get consumers to pull the product into the marketing channel by demanding it
- **Push strategy** → designed to increase demand by focusing on wholesalers, retailers or salespeople - attempt to motivate them to highlight their product and not competitors' products
- **Informative advertising** → a communication used to create and build brand awareness, with the goal to get a consumer to purchase the product
- **Persuasive advertising** → motivating consumers to take action
- **Remind advertising** → a communication used to remind or prompt purchases
 - E.g. reminding toilet paper buyers that Kleenex is the best choice through constant ads on tv
- **Product-focused advertisements** → inform, persuade or remind consumers about a specific product
- **Institutional advertisements** → inform, persuade or remind consumers about issues related to place, politics or an industry

Step 3: Determine the Advertising Budget

- Determine how much they'll need - where do they want to portray their message and how much is it all going to cost?

Step 4: Convey the Message

→ The Message

- The message provides target audience with reasons to positively respond
- Best starting point convey the key benefits of the product
- Unique selling proposition (**USP**) common theme or slogan Eg: Nike - 'Just Do It'
- **Informational Appeals** → help consumers make decisions by offering factual info that persuades consumers due to key benefits
 - E.g. listing energy drink facts in ads
- **Emotional Appeals** → satisfy consumers emotional desires
 - E.g. sex appeal – lynx small pulls bitches

Marketing Final Exam Solutions Coursera

Maxwell Ranasinghe



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The Diffusion and Social Implications of MOOCs Valentina Goglio, 2022-01-25 Chapter 9 of this book is available for free in PDF format as Open Access from the individual product page at www.routledge.com It has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license Since their first appearance in 2011 Massive Open Online Courses MOOCs have been at the centre of a great deal of media attention owing to their disruptive potential in education As university level courses delivered free of charge on digital platforms they have also been the occasion of conflicting views regarding the quality of education and the future configuration of higher education systems Based on new empirical research including qualitative interviews as well as quantitative data from learners across several MOOCs this book contributes to the debate by providing a comparative study of the diffusion and social implications of MOOCs in the USA where everything started and in Europe where MOOCs were belatedly adopted by higher education institutions but now exhibit remarkable growth Investigating the impact of MOOCs at macro level on national higher education systems as well as the social implications of MOOCs at micro level with particular attention to the opportunities offered to learners to acquire knowledge and skills The Diffusion and Social Implications of MOOCs provides an encompassing comparative investigation of the specificity and social implications of the diffusion of MOOCs in two geographically and institutionally diverse contexts As such it will appeal to social scientists with interests in new technologies and higher education

Infrastructure

Possibilities and Human-Centered Approaches With Industry 5.0 Khan, Mohammad Ayoub, Khan, Rijwan, Praveen, Pushkar, Verma, Agya Ram, Panda, Manoj Kumar, 2024-01-25 Infrastructure Possibilities and Human Centered Approaches With Industry 5.0 is a research book that serves as a comprehensive exploration of the potential impact of Industry 5.0 and the research opportunities presented by it a new era of industrial revolution that integrates advanced technologies with human expertise and creativity This book delves into the transformative effects of Industry 5.0 on society with a particular focus on human centric approaches and the key areas of agriculture transportation healthcare and more The book examines the revolutionary impact of Industry 5.0 in various domains It explores the application of AI and machine learning in revolutionizing agriculture improving livestock management optimizing fertilizer usage and detecting agricultural diseases Additionally it delves into the integration of advanced technologies in healthcare including wearable devices sensors and robotics to provide personalized and efficient healthcare services Furthermore the book explores the implications of Industry 5.0 on transportation smart grid systems and education Throughout the discussion the book addresses the ethical and social considerations associated with Industry 5.0 such as privacy data protection and social inequality Written for research scholars graduate engineering students and postgraduate students in the fields of computer science agriculture and health engineering this book serves as a valuable resource for understanding the transformative potential of Industry 5.0

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Ranasinghe,2018-10 This book offers you a short cut for the marketing exams It contains frequently asked 580 questions out of a question bank of over 1600 questions I have reviewed whole syllabuses of many marketing courses in Diploma to Undergraduate level and have included questions on fundamental concepts and terms that are tested in a marketing exam I have purposely avoided questions that are easy and not tested frequently to bring down the load on students to study on marketing MCQs Hence this book will take away a big burden on students in reading the whole syllabus sifting selecting important questions from big question banks and memorizing all of them In addition to helping students in answering MCQs this book provides a revision of the whole syllabus offered in a marketing course Therefore the knowledge gathered by answering MCQs in this book will surely help the student to write short and essay type answers as well with confidence Multiple Choice Questions MCQs are used as an objective assessment in almost all the mid term and final exams of marketing in universities and professional institutions all over the world The MCQs in marketing are set from the whole syllabus MCQs generally test the knowledge of fundamental concepts terms and the ability of students in application of such knowledge in interpreting practical situations MCQs are tricky and cleverly designed to distract students to mark incorrect answers The time given to answer MCQs are limited and students should have a thorough knowledge of the subject to select the correct answer within the restricted time The best way to prepare yourself for MCQs is to know them in advance The challenge for students is they are required to study many subjects in addition to marketing in one semester Therefore not every student has the time to go through the whole syllabus and remember all the concepts This book is written with the sole aim of helping students to get exams through and you will not regret the investment you make on this book

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