

**BAH University**  
**Faculty Business School**  
**Wintersemester 2022/23**  
**Marketing Principles and Processes (MKT 101)**

**Unit: Sales Management**

**Session 10: The Salesperson's Role**

Strategically harness/leveraging strengths and focused advertising/campaigns to either to satisfy the target audience / responding to the marketing/advertising campaign objectives, otherwise the advertising/campaigns have not performed the strategy. These are marketing.

**Example:**

**Effectively harness/leveraging strengths and focused advertising/campaigns:**

Dimension	Effective Advertising/Campaign	Ineffective Advertising/Campaign
Target audience	Advertising campaign that identifies specific target audience and delivering the desired marketing objectives effectively and efficiently. Maximizing the	Advertising campaign that does not identify specific target audience and delivering the desired marketing objectives effectively and efficiently. Maximizing the
Advertising media	Utilizes the advertising media that best suited to generating the maximum return	Utilizes advertising media that is not suited to generating the maximum return
Message	Clear and consistent message and clear call to action. Targeted message to the target audience.	Unclear and inconsistent message and unclear call to action. Targeted message to the target audience.
Creative content	Creative content that is relevant, interesting, and memorable. Content that is tailored to the target audience.	Unclear and inconsistent content that is not relevant, interesting, and memorable. Content that is not tailored to the target audience.
Example	Example: A company's product, service, or brand. The company's advertising campaign is designed to reach the target audience and deliver the desired marketing objectives. The company's advertising campaign is designed to reach the target audience and deliver the desired marketing objectives.	Example: A company's product, service, or brand. The company's advertising campaign is designed to reach the target audience and deliver the desired marketing objectives. The company's advertising campaign is designed to reach the target audience and deliver the desired marketing objectives.

# Mkt Mid Semester Exam

**K Morrison**



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