

Adrian Amaro

Professor Bowersox

BUS346: Advertising and Sales Promotion

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## Module 7

1. Describe the functions of public relations. Figure 13.1 might help you with this.

Public relations supervises and assesses public attitudes, and maintains mutual relations and understanding between an organization and its public. It improves channels of communication and to institute new ways of setting up a two-way flow of information understanding.

2. Describe two activities that negatively affect a company's image.

Company image is your brand's public perception. You can help shape it by telling the public what kind of company you are through marketing and advertising. Two activities that can have negative effects on a company's image are having a forgettable visual identity and a negative reputation/poor management of your employees.

3. Describe two activities that positively affect a company's image.

Two activities that can have a positive effect towards your company's image are building an amazing website and valuing your employees and establishing a healthy company culture.

4. Compare and contrast proactive and reactive prevention strategies.

Proactive marketing is a form of marketing that allows for marketers to be agile, real-time, data-driven, and adaptable to the ever-changing space of what their customers could be seeking.

Reactive prevention advertising on the other hand is an approach to marketing that responds to current events or trends in real-time.

5. Describe two government regulatory agencies and their purpose (as it relates to this class).

The Federal Trade Commission protects consumers. The FTC's Division of Advertising practices enforces federal truth-in-advertising laws.

6. Explain the role of the Council of Better Business Bureaus.

Better Business Bureau is a private organization that provides the public with information on businesses and charities. It also handles consumer complaints about firms.

7. Describe two ethical concerns regarding advertising. Figure 14.6 might help you with this.

Ads aimed at children is an ethical concern within advertising. It is an ethical concern for a number of different reasons, one being that it promotes superficiality and children are easier to persuade. Another ethical concern is false advertising, your product and services are a solution to someone's problem.

8. Describe two ethical issues in marketing. Figure 14.7 might help you with this.

False Advertising - happens when a company overstates or embellishes the benefits of its products and services. Portraying hurtful stereotypes is a second ethical issue within marketing.

9. What three broad categories of evaluation tools do companies use to evaluate IMC systems?

There are three broad categories of evaluation tools that can be used to evaluate IMC systems: messages evaluations, online evaluations, and respondent behavior evaluations.

10. Describe two digital metrics Figure 15.4 might help you with this.

Impressions - the total number of impressions equates to the total number of times your ad has been served.

Viewers - the total number of how many times an ad has been viewed by the public.

11. Describe two social media metrics Figure 15.6 might help you with this.

The most common and often important metrics to pay attention to are engagement, impressions and reach, share of voice, referrals and conversions and response rate and time. These combined will give you a 360 degree view of your social media performance.