

Module 7 Assignment

Short Answer (4 to 5 sentences)

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

Public relations is an important part of a company. Productive and effective public relations work should ensure that the company is known to the public. In addition, it should convey its own values to the outside world. Through this process, a company can build an image.

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

Having a negative image is very bad for a company. One activity why a company can build a bad image is for example by not adhering to advertisements. When a company does not deliver what it promises, consumers are dissatisfied and a negative image is created. Furthermore, a negative image can also be created by not paying attention to consumers and their wants and needs. If a company does not pay attention to the needs of the consumer, the consumer is dissatisfied and the company thus builds a bad image.

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

Having a good image is of great importance for a company. One activity that has a good effect on the image of a company is, for example, to establish an authentic relationship with the customer. Through the attention and respect of the company to the customer, the customer feels valued and the company increases its own image. Another way to improve the image is through social commitment. Through the company's social commitment, consumers have a positive feeling when shopping and are happy to support the company.

4. *Compare and contrast proactive and reactive prevention strategies.*

Proactive prevention strategies are designed to identify problems and situations in advance and to counteract them. This strategy is very far-sighted and helps a company to avoid "scare situations". Reactive prevention strategies are designed to react spontaneously to situations and problems that arise. This strategy is not very good for most companies, as it brings a lot of turmoil.

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

A governmental regulatory agency is, for example, the commodity futures trading commission. Its goal is to protect the users of the market from manipulation and fraud. Another government regulator is the federal deposit insurance commission. Its goal is to stabilize the financial system and ensure that the public maintains confidence in the financial system.

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

The council of better business bureaus is there to set and introduce standards in the market. Through these standards, confidence in the market is to be strengthened. In addition, the council of better business bureaus promotes existing systems by establishing contact with users. The contact is used to inform and educate consumers in a supportive manner.

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

Ethical concerns in relation to one's own advertising and advertising media are relevant for advertisers on a daily basis. One example of an ethical concern is the protection of children and young people. Advertisers must be aware that the advertising they distribute can also reach children and young people and must therefore think clearly about the protection and the advertising they distribute. Another ethical concern of advertisements could be current and relevant topics, such as sustainability at the present time. Companies must ask themselves whether their advertising meets the associated ethical concerns.

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

Marketing ethics deals with moral values of society. Views of the target market and the associated marketed product play a role here. For example, unsustainable products may raise ethical concerns. On the other hand, marketing campaigns that do not correspond to the full truth could trigger ethical concerns.

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

There are three categories of evaluation systems, which are used to evaluate IMC systems. One category is message evaluation technique. Another category is respondent behavior evaluation. The third category of evaluation systems is online evaluation metrics. All three categories for evaluating IMC systems bring qualities and capabilities that can help in the evaluation process in the long run.

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

A digital metric form is for example a risk factor. In this metric form, strategic investments are made to mitigate the risk associated with the technologies. An example of such a metric is data transfer volumes. Another metric form is the scope of the transformation. This scope must be determined in advance. An example of a metric here is the number of unique visitors.

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

One social media metric is the increase in the number of followers. This metric reveals a structure that shows the growth or decrease in the number of followers. Another social media metric is tracking likes and reactions. By observing these metrics, one can derive a trend and perform other analyses.