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BUS346: Advertising and Sales Promotion

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Final Exam

This was an excellent learning experience in Advertising and Sales Promotion, I learned a great deal about many different topics that can definitely be useful in the future. Throughout this course I gained a ton of knowledge in each and every single chapter from beginning to end.

Chapter one happens to be the most helpful chapter in my opinion since it helped me get a good grasp of what was going to be taught and what type of area I was in. From chapter one the main topic that happens to be my favorite is Integrated Marketing Communication programs.

Integrated Marketing Communications is the planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to the person and consistent over time. The role of this is very important and clear when it comes to performing and doing what it's supposed to do. It offers a smooth, customer-focused experience by incorporating all marketing communication elements, including public relations, social media and advertising. It implies that your message should have a unified look, feel, and tone across your channels.

Secondly, the three components of consumer attitudes was something that caught my attention for a number of different reasons. Three components of consumer attitudes consist of a cognitive component, an affective component, and a conative component. Cognitive component

is the way in which people think and interpret their attitudes. There are several components that make this section up and that is feelings, thoughts, beliefs, and behaviors that are related to how individuals think about their attitudes. In many cases, many people actually have an issue figuring out their own attitudes. Affective component happens to be my personal favorite simply because I like how it involves the feelings and emotions of individuals. It can be very exciting dealing with consumers' feelings and emotions whether it is in a good way or bad way. Affective component of attitude relates to a person's feelings or emotions in their shaping of attitudes to a person or object. Conative component relates to how we act in response to an object. Furthermore, conative is when a person is acting a certain way toward something. This part can be seen as the behavioral part and also the part where you see someone's intentions and reasons.

Next, crowdsourcing really caught my attention because it is something that happens very often and has experienced as well. Crowdsourcing is the practice of turning to a body of people to obtain needed knowledge, goods or services. The term crowdsourcing is a combination of crowds and outsourcing. Crowdsourcing is a promotional strategy that involves collecting information from the general public to guide a company's product development and advertising efforts. It allows customers to contribute their ideas about how a business should operate or what features the company incorporates into its products. I believe that this is popular because it is a great way to gain feedback from a good number of people from the public. It lets you know what the audience likes and what they dislike as well, their opinion matters because they are what is most important to any company. People involved in crowdsourcing sometimes work as paid freelancers, while others perform small tasks voluntarily. For example, traffic apps like Waze encourage drivers to self-report accidents and other roadway incidents to provide real-time, updated information to app users.

Furthermore, the components of a media plan was a great topic that was touched on throughout the semester. Media planning is a process that marketers use to determine the best method of communicating a message to an audience. Media planning involves analyzing audiences, channels, platforms, messaging, and advertisements to discover the most effective marketing methods to promote a particular brand or product. The media plan is broken down into four stages; market analysis, establishment of media objectives, media strategy development and implementation, and evaluation and follow-up. Media planning sets the parameters for the media buying involves evaluating all media advertising options within your budget parameters. This will make it possible to determine which audiences, ad types, and combination of media channels will help deliver the best possible campaign results, then purchasing those ads. An example of a media plan is an electronics company advertising its products. It can advertise using a media channel of its choice like the television or magazines. Another example is a furniture company advertising its products to a particular target audience using social media platforms like Facebook and Instagram.

Finally, the last main topic that I will be discussing today is social media marketing. Social media marketing is a form of internet marketing that uses social media apps as a marketing tool. These social media platforms enable brands to connect with their audience to: build a brand; increase sales; drive traffic to a website; and much more. Social media marketing in my opinion has to be the number one source of marketing there is in the world. Everything in the world has turned technological and everyone in the world depends on social media for all of their news, updates, entertainment, and etcetera. Social media is the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. In my opinion, social media can also be very beneficial if you use it

properly and to your advantage. Social media marketing is extremely beneficial and crucial in today's world. And that goes for every and any business or product. It is a faster way to reach people and connect with them faster and in a more comfortable way.

In conclusion, these were just a few of the topics that were discussed throughout the class semester. These happen to be the ones that are fresh in my memory and the ones that caught my attention the most. All of these can be very important and helpful in the future depending on where you might work or even in case you need it for your own personal company or business. This class was nicely organized and prepared in a way for all of the students to successfully learn and work hard for a good grade.