

Unit 06: Launching a Marketing Campaign

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1. Unit 06: Launching a Marketing Campaign

4. Chapter: Unit 06: Launching a Marketing Campaign

1. Unit 06: Launching a Marketing Campaign Questions

4.1.1. Themes that may connect well with multicultural audiences include _...

Author: Dionne Mahaffey

Themes that may connect well with multicultural audiences include _____.

Please choose only one answer:

- babies and relationships
- furry animals and sports
- life cycles and water
- All of these

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4.1.2. What additional Ps are components of social marketing?

Author: Dionne Mahaffey

What additional Ps are components of social marketing?

Please choose only one answer:

- Publics and partnerships
- Policy and purse strings
- Both A and B
- Neither A nor B

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4.1.3. What are effective tactical themes for creating cross-cultural mark...

Author: Dionne Mahaffey

What are effective tactical themes for creating cross-cultural marketing messages?

Please choose only one answer:

- Humor and sex
- Religion and nationalism
- Both A and B
- Neither A nor B

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4.1.4. What are essential and effective components of customer empowerment?

Author: Dionne Mahaffey

What are essential and effective components of customer empowerment?

Please choose only one answer:

- Encouraging customers to provide feedback about products
- Enabling customers to participate in the design of products
- Referring customers to competitors in order to price compare
- Both A and B

Check the answer of this question online at QuizOver.com:

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4.1.5. What benefits might best be provided by a marketing audit?

Author: Dionne Mahaffey

What benefits might best be provided by a marketing audit?

Please choose only one answer:

- Government tax collectors can prepare proper forms.
- A company's marketing strategies can be assessed as they are being implemented.
- Company embezzlers can be caught and prosecuted.
- The progress of a marketing campaign can be abated with paperwork requirements.

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4.1.6. What essential topics should be covered in a complete marketing plan?

Author: Dionne Mahaffey

What essential topics should be covered in a complete marketing plan?

Please choose only one answer:

- Industry analysis, identification of target markets, assessment of competitors
- Distribution channels, promotion, organization structure
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

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4.1.7. What is a primary purpose of a marketing plan?

Author: Dionne Mahaffey

What is a primary purpose of a marketing plan?

Please choose only one answer:

- To set marketing expectations and designate marketing-related responsibilities
- To serve as an advertising channel by releasing it to the public
- To advise competitors of upcoming efforts
- To satisfy government requirements

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4.1.8. What is a useful purpose of an executive summary in a marketing plan?

Author: Dionne Mahaffey

What is a useful purpose of an executive summary in a marketing plan?

Please choose only one answer:

- Executives are requested to summarize their understanding of the document.
- Additional resources are provided beyond those included in the marketing plan.
- A single most-important aspect of the marketing plan is highlighted.
- Executives are given a brief summary of essential marketing plan components.

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4.1.9. What is an example of a social marketing campaign?

Author: Dionne Mahaffey

What is an example of a social marketing campaign?

Please choose only one answer:

- Promoting a neighborhood block party
- Educating children on how to prevent disease through hand washing
- Advancing your position in upper society circles
- Using social media to announce a new product release

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4.1.10. What is the purpose of an influencer marketing?

Author: Dionne Mahaffey

What is the purpose of an influencer marketing?

Please choose only one answer:

- Targeting people known to influence others
- Key corporate officers influencing the daily management of frontline workers
- Posting signs in a store to influence purchasing decisions
- Using influential celebrities for disinformation campaigns

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4.1.11. What might be a most favorable outcome of viral marketing?

Author: Dionne Mahaffey

What might be a most favorable outcome of viral marketing?

Please choose only one answer:

- Computer antivirus programs are upgraded
- A company's message is spread widely through a community by word of mouth
- Public health awareness campaigns promote contagions
- Customers post negative assessments on product review websites

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4.1.12. What purpose is best served with a marketing communication plan?

Author: Dionne Mahaffey

What purpose is best served with a marketing communication plan?

Please choose only one answer:

- Mechanisms are specified for ongoing two-way communication with customers.
- Information technology workers can order appropriate equipment.
- A company hierarchy is formed to prevent flow of information to frontline employees.
- Disinformation campaigns can be swiftly launched.

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4.1.13. When forecasting sales for a marketing campaign, what might be a cr...

Author: Dionne Mahaffey

When forecasting sales for a marketing campaign, what might be a critical error?

Please choose only one answer:

- Overestimating demand for a product leading to overspending on manufacturing
- Underestimating demand for a product leading to inadequate supplies
- Both A and B
- Neither A nor B

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4.1.14. Which of the following is not a type of online social media?

Author: Dionne Mahaffey

Which of the following is not a type of online social media?

Please choose only one answer:

- Social networking sites
- Blogs that enable content contributions
- A downloadable corporate brochure
- Wikis

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4.1.15. Who is best suited to develop a marketing plan?

Author: Dionne Mahaffey

Who is best suited to develop a marketing plan?

Please choose only one answer:

- The company's board of directors
- The company's stockholders
- A team of marketing specialists knowledgeable about diverse aspects of a company
- The human resources manager

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