

APPLICATION QUESTIONS

1. How does your company determine its communications mix (i.e. the relative emphasis given to advertising, sales promotion and personal selling)?
2. Describe the buying process in one of your major customer groups. Who are the key influencers? Critically appraise your strategy for communicating with them.
3. Critically appraise your advertising objectives.
4. Using the checklist given in the text, critically appraise your advertising plan.
5. When you launch a new product/service, do you target your communications specifically at the opinion leaders? Do you know who they are? Can you describe them in terms that are relevant to advertising?
6. Critically evaluate your sales promotional plan.
7. How do you evaluate your sales promotional activities?