1. What does the term integrated marketing communications mean?
   • It is the coordination of promotion and other marketing efforts for maximum informational and persuasive impact.

2. Define communication and describe the communication process. Is it possible to communicate without using all the elements in the communication process? If so, which elements can be omitted?
   • Communication is a sharing of meaning through the transmission of information.
   • The communication process is when a sender (Source) sends an encoded message (Coded Message) through a channel (Communication Channel), and then the audience (Receiver) has to read the message (Decoded Message) all while being affected by the surroundings (Noise) when sending back their response (Feedback).
   • It is possible to communicate without using a communication channel, by using face-to-face communication.

3. Identify several causes of noise. How can a source reduce noise?
   • Radio static, Poor or slow internet connection, laryngitis, the receiver may not understand symbols or signs, or the receiver may be unaware of the message and block it out.
   • The source can do research to make sure that the target they want to send messages to understand the signs or symbols they are choosing to use.

4. What is the major task of promotion? Do firms ever use promotion to accomplish this task and fail? If so, give several examples.
   • To build and maintain favorable relationships.
   • Yes, firms have used promotion to build relationships but fail because they are using the wrong method of advertising or the target market is unaware of the promotion.

5. Describe the possible objectives of promotion and discuss the circumstance under which each objective might be used.
   • Create awareness – when a new product is being introduced
   • Stimulate demand – when an organization introduces an innovative new product
   • Encourage product trial – when an organization gives free samples, coupons, test drives, limited free-use offers, or contests.
   • Identify prospects – marketer uses magazine advertisements with a direct-response information form.
   • Retain loyal customers – the frequent-user programs, used in airlines or at hotels
• Facilitate reseller support – when manufactures introduce a new brand and has a supermarket promote the brand.
• Combat competitive promotional effects – when a marketer uses a promotion to offset the effect of a competitor’s promotion program.
• Reduce sales fluctuations – a company excepting coupons only on certain days to offset a sale slump.

6. Identify and briefly describe the four promotional methods an organization can use in its promotion mix.
• Advertising – a non-personal communication between an organization and its target market.
• Personal selling – a paid personal communication that informs customers and persuade them to purchase products.
• Public Relation – a set of communication efforts to create and maintain a favorable relationship between organizations and stockholders.
• Sales Promotion – is an activity or material that acts a direct inducement, offering added value or incentive for the product.

7. What forms of interpersonal communication besides language can be used in personal selling?
• Kinesic communication, Proxemic communication, Tactile communication

8. How do target markets characteristics determine which promotional methods to include in a promotion mix? Assume a company is planning to promote a cereal to both adults and children. Along what major dimensions would these two promotional efforts have to differ from each other?
• The characteristics of the target market affect the types of promotional method used.
  If the size of the target is limited then promotion mix focus on personal selling.
• The two promotional efforts would differ on the two demographics.

9. How can a product’s characteristics affect the composition of its promotion mix?
• The characteristics of the product affects the type of promotion is used. If the product is use for consumer durables, like houses, then personal selling is used.

10. Evaluate the following statement: “Appropriate advertising media are always available if a company can afford them.”
• The statement is talking about the high costs of an advertisement campaign.

11. Explain the different between a pull policy and a push policy. Under what conditions should each policy be used?
• Pull policy – promotes directly to the consumers to develop demand for its product.
  Pull policy persuades consumers to seek the products in retail stores
• Push policy – promoting to the next institution down the marketing channel. Push policy normally stresses selling

12. In which ways can word-of-mouth communication influence the effectiveness of a promotion mix for a product?
• Most customers are influenced by friends and family more than different promotions.

13. Which criticisms of promotion do you believe are the most valid? Why?
• The most valid criticism is that promotion is deceptive.
• Most of the promotions that are deceptive are just trying to convince people that their products are either: cheaper, better for the public, or better then it’s competitor.

14. Should organization be allowed to promote offensive, violent, sexual, or unhealthy products that can be legally sold and purchased? Support your answer.
• Yes the organization should be allowed to promote their product if it can be legally sold, but they should only be allowed to promote their product in specific ways and have legal warning before or during the promotion.