

11.8: Discussion Questions and Activities

Discussion Questions

1. Provide an example of how an organization, such as your university, uses different media to present a consistent message using integrated marketing communications (IMC). Who is their target, what is their message, and what media should they use?
2. In your opinion, what are the advantages and disadvantages of advertising on the radio, in magazines, on television, through direct marketing, and on the Internet?
3. Give an example of an organization's promotional strategy and how it gets consumers to select it, pay attention to it, and retain it as intended.
4. Give an example of the unique selling proposition for one of your favorite brands. What is your unique selling proposition?
5. Explain why companies might use different budgeting methods to set their promotional budgets.
6. Think about and provide examples of two different message strategies you've seen in commercials in the last year. Why do you think they were or were not effective?
7. As the manufacturer of small appliances, explain how you might plan to use both a push strategy and pull strategy.
8. What type of sales promotions do you feel are most effective for college students?

Activities

1. Identify your three favorite and least favorite commercials and explain why you like or don't like each one. Notice whether there are similarities in your preferences. In other words, are your favorite commercials humorous? Are your least favorite commercials annoying?
2. Create a message strategy for a cover letter to go with your résumé.
3. Outline three message strategies that you feel would get consumers' attention in television commercials and in print ads.
4. Create a sales promotion you think will attract a lot of students to your favorite fast-food restaurant.
5. You are applying for a job in an advertising agency. Write an ad about yourself, explaining your unique selling proposition and why they should hire you.
6. Watch television at three different times (late night, mid-day, and prime time). What types of commercials were shown at each time? Did you notice a difference in quality, products/services advertised, or creativity? Why do you think there was a variance?
7. What media do you think would be most (and least) effective for college students? Why?

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