

15.11: Critical Thinking Exercises

1. Explain the key metrics used to measure the success of an advertising campaign.
 2. List the advantages and disadvantages of public relations.
 3. Provide examples of ethical issues related to advertising and include ways to avoid them.
 4. Provide examples of ethical issues related to public relations and include the ways to avoid them.
-

This page titled [15.11: Critical Thinking Exercises](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.