

## 12.10: Critical Thinking Exercises

Compose a 150–200-word paragraph using all the following terms as they relate to integrated marketing communications. The goal is to prove you understand the meaning of each term:

Integrated Marketing Communications Terms

Terms
advertising
digital marketing
frequency
reach
feedback loop
sales promotion

Several companies come to mind when we think about great integrated marketing communications; Target and Gap are two of those. Consider other companies with campaigns you recognize in any form of marketing that truly stand out. What makes them memorable?

Socially responsible marketing campaigns such as the Subaru campaign are becoming increasingly visible. Identify two to three other campaigns that you have seen. What do they use as a motivator? Is it to give to a cause, to buy a product or service that they sell based on the fact that they make a donation in your name, or is it simply an informative campaign?

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