

Name: _____ Team: _____

MKT-455 Marketing Management

Chapter 8 Test

Please carry out anything that you have found or brought into the classroom.

This regular Chapter Test is worth up to three points toward your total score for the course.

You may use your **handwritten personal notes**, but not photocopies or the text, to take this test.

Limit your answer to **this side** of this sheet of paper. Any part of your answer on the back may not be read.

You may wish to organize your thoughts before answering so as to be more concise.

Provide **your own original examples, if asked**, rather than those that are given in the text.

Be sure to address how your answer applies to a business or industry of interest to you.

You will be expected to explain your answer in class to show that you have thought about it.

The text provides a model of how four different media interact to affect Awareness, Comprehension, Conviction, and Ordering. You observe that Advertising, Promotion, and PR have the most affect on Awareness. You also observe that Sales has the most affect on Ordering. Now illustrate how the four media combine to affect Comprehension and Conviction. Explain your model using a product of interest to you. 8.1