Marketing Strategies Notesheet C. Kohn, Waterford WI

Name: Hour Date:

Date Assignment is due: Why late? Score: + ✓ -  
 Day of Week Date If your project was late, describe why

**Directions**: Use the accompanying PowerPoint (*available online*) to complete this sheet. This sheet will be due upon the completion of the PowerPoint in class. These assignments are graded on a +/✓/- scale.

1. What actions come before branding?
2. Branding is a way of
3. It is how your customers will
4. How does the AMA define branding?
5. An effective brand is , it   
     
   a , and it helps promote
6. Summarize each of the following benefits of branding:   
     
   Differentiation:   
     
      
     
   Conveys Value:   
     
      
     
   Builds Brand Loyalty:   
     
      
     
   Builds Pride:
7. Summarize the seven objectives of branding in your own words:   
     
   1   
     
      
     
   2   
     
      
     
   3   
     
      
     
   4   
     
      
     
   5   
     
      
     
   6   
     
      
     
   7
8. Summarize multiple reasons of why Starbucks is a good example of branding:
9. Summarize the three key considerations of branding in your own words:   
     
   Brand Position:   
     
      
     
   Brand Equity:   
     
      
     
   Brand Loyalty:
10. Creating a business brand begins with a
11. What is a vision statement?
12. A vision statement tends to describe a) the   
      
    of your products and or services, b) how   
      
    is compared to , c) and   
      
     that make your company
13. Your vision statement should be based on your company’s   
      
    and - it should be specific to the   
      
    \_ of your
14. What is a mission statement?
15. What are the four things a mission statement should address?
16. How does a mission statement differ from a vision statement (hint: think about the definitions of these words and why they exist):
17. What is the essence of a business or product?
18. What is the personality of a business or product?
19. What are the four steps of creating a product brand?
20. What are some guidelines for choosing a product name?
21. What are some guidelines for choosing a product slogan?
22. What are some guidelines for choosing a product logo?
23. What is Integrated Marketing Communications?
24. IMC comes after - you need to know   
      
    and before you begin   
      
    \_ this to your   
      
    customers.
25. Every communication from your company about your product should
26. Is IMC the same as a marketing plan? Explain:
27. IMC includes specific activities including
28. IMC is literally
29. What are the five steps of IMC:
30. List and summarize the 3 C’s of IMC:   
      
    C - summary:   
      
       
      
    C - summary:   
      
       
      
    C - summary:
31. What are the four steps of a consumers steps regarding taking action on a product?
32. What are the three main components of IMC? List and describe:   
      
    Component: Summary:   
      
       
      
    Component: Summary:   
      
       
      
    Component: Summary:
33. Summarize each of the following kinds of advertising:   
      
    Retail:   
      
    End-product:   
      
       
      
    Direct-response:   
      
       
      
    Trade:

Industrial:   
  
Professional:   
  
Nonproduct:

1. What are the five elements of an advertising plan?   
     
   Element: Description:   
     
      
     
   Element: Description:   
     
      
     
   Element: Description:   
     
      
     
     
     
   Element: Description:   
     
      
     
   Element: Description:
2. How do each of the following affect sales?   
     
   Volume?   
     
      
     
   Competitive environment:   
     
      
     
   Philosophy:   
     
      
     
   New Products:
3. Summarize each of the following stages of advertising:   
     
   Pioneering:   
     
      
     
   Competitive:   
     
      
     
   Retentive:
4. Once you reach the retentive stage of advertising, are you done? Explain:
5. Public relations is designed to create a
6. Is public relations the same as advertising? Explain:
7. Public relations consists of
8. Summarize each of the following components of a PR Campaign using the space available:   
     
   Create a Plan:   
     
      
     
   Campaign Research:   
     
      
     
   Media Research:   
     
      
     
   Refine the Plan:   
     
      
     
   Measure Your Effectiveness:
9. How is customer service different from PR?
10. Customer service is the process of the   
      
    in whatever way the customer defines as   
      
    in a manner and having that service   
      
    delivered with
11. What is the difference between customer expectations and customer perceptions?
12. Good customer service consists of what attributes?
13. What are the four general needs of customer service? Need to be   
      
    Need to , Need to   
      
    Need for

Unit Wrap-up C. Kohn, Agricultural Sciences - Waterford WI

This page is designed to help raise your grade while enabling you to develop skills you will need for after high   
school. You will need to complete every question and blank in order to receive full credit for your notes. Note: if you cannot come up with a strategy to remember a difficult concept on your own, see your instructor for help.

1. What is a topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
2. What is a 2nd topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
3. What is a 3rd topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
4. Circle the most appropriate response. You will only be graded on whether or not you completed this section, so be entirely honest with yourself when completing this section.

Circle one: *I used my notes outside of class to prepare for the quiz.* Definitely – Yes – Sort of - No

Circle one: *I took extra notes in the margins for very difficult concepts.* Definitely – Yes – Sort of - No

Circle one: *I created a personal strategy for at least three difficult items.* Definitely – Yes – Sort of - No

Circle one: *I was very involved and actively studying during the quiz review.* Definitely – Yes – Sort of - No

Circle one: *I think I will be satisfied with the quiz grade I received this week.* Definitely – Yes – Sort of - No

Circle one: *I might need to meet with the instructor outside of class.* Definitely – Yes – Sort of - No