

# Advertising & Marketing

## Smart Marketing IQ Test

\_\_\_\_\_/20 IQ Score

## Marketing & Advertising Quiz

(T or F)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. A B C D

9. A B C D

10. A B C D

11. A B C D

*Will have a class discussion over the correct answers*

## Fundamentals of Marketing Video

(Only have to watch 5:30 seconds of video)

1. What are the 4 P's \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

2. What are the 4 C's \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

3. Positioning is (one fact): \_\_\_\_\_

\_\_\_\_\_

4. Target is (one fact): \_\_\_\_\_

\_\_\_\_\_

5. What is the slogan for close up? \_\_\_\_\_

\_\_\_\_\_

Please copy the Terms and the Definitions from the **Marketing Test Notes link**. When you and your partner have completed the assignment, turn in your paper and choose a brochure topic.

## Marketing Test Notes

1. Mass Media \_\_\_\_\_
2. Advertisement \_\_\_\_\_
3. Consumer \_\_\_\_\_
4. Consumer behavior \_\_\_\_\_
5. Social Class \_\_\_\_\_
6. Focus Group \_\_\_\_\_
7. Industry \_\_\_\_\_
8. Advertising \_\_\_\_\_
9. Marketing \_\_\_\_\_
10. What are the 4 P's Marketing \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
11. What are the 4 C's of Marketing \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
12. What is the slogan for McDonalds? \_\_\_\_\_
13. What is the slogan for All State Corp.? \_\_\_\_\_
14. What is the slogan for LG? \_\_\_\_\_
15. What is the slogan for Motorola? \_\_\_\_\_
16. What is the slogan for Yellow Pages? \_\_\_\_\_