

Marketing Test Notes (Test Monday)

1. **Mass Media** - Form of communication designed to reach a large number of people.
2. **Advertisement** - A paid public announcement, usually emphasizing desirable qualities, to persuade you to buy an item or a service.
3. **Consumer** - Someone who uses goods.
4. **Consumer behavior** - Everything that affects or is affected by human consumption.
5. **Social Class** - Group sharing the same economic or social status
6. **Focus Group** - Consists of six to twelve consumers and a professional moderator who discuss the product.
7. **Industry** - Distinct group of productive or profit-making businesses.
8. **Advertising** is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services.
9. **Marketing** - the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.
10. **What are the 4 P's Marketing** – Price, Product, Place, Promotion
11. **What are the 4 C's of Marketing** – Customer value. Cost for customer, Convenience, Communication
12. What is the slogan for *McDonalds* – “I am Loving it”
13. What is the slogan for *All State Corp.* – “You’re in good hands”
14. What is the slogan for *LG* - Life's Good
15. What is the slogan for *Motorola* – Hello Moto
16. What is the slogan for *Yellow Pages* – Let your fingers do the walking