

## TECEP® Test Description for MAR-323-TE

### ADVERTISING

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This exam focuses on the role, importance, and applications for advertising as an element in the marketing communications (marcom) mix of the larger product-price-place promotion marketing mix. Consisting of advertising, sales promotion, packaging, branding, point-of-purchase, public relations, word-of-mouth, and event- and cause-oriented communications, marcom mix elements combine to enhance brand equity and implement social, legal, ethical, economic, creative, and media aspects of integrated marketing communications (IMC) programs. (3 credits)

- **Test format:** 100 multiple choice questions.
  - **Passing score:** 60%. Your grade will be reported as CR (credit) or NC (no credit).
  - **Time limit:** 2 hours.
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### TOPICS ON THE TEST AND THEIR APPROXIMATE DISTRIBUTION

The table below indicates the main topics covered by this exam and the approximate percentage of the exam devoted to each main topic. It is important to review these topics to determine how much prior knowledge you have and/or how much additional study is necessary.

Topic	Percentage
Overview of Advertising Management	5%
Overview of Integrated Marketing Communications	15%
Fundamental Marcom Decisions	15%
Creating and Assessing Ad Messages	15%
Media Planning and Analysis	10%
Internet Advertising	5%
Other Advertising Media	5%
Sales Promotion	10%
Other Marcom Tools	10%



Ethical, Regulatory, Environmental Issues	10%
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## STUDY MATERIALS

Below is a list of recommended study materials to help prepare you for your exam. Most textbooks in this subject include the topics listed above and will prepare you for the test. If you choose another text, be sure to compare its table of contents against the topic list to make sure all topics are covered.

Title
Shimp, T. A. <i>Advertising, Promotion, and Other aspects of Integrated Marketing Communications</i> (Current Edition). Mason, OH: South-Western Cengage Learning.

In addition, below is a comprehensive list of open education materials. We encourage you to explore these resources to make sure that you are familiar with multiple perspectives on the topics above. All of these resources are openly licensed, which means that they are free to be [revised, remixed, reused, redistributed, and retained](#), so long as their unique terms are followed. You can learn more about open licensing [here](#).

Resource Licensing Guide	
Title	License
Solomon, M. R., Cornell, L. D., & Nizan, A. (2012). <a href="#">Advertising Campaigns: Start to Finish</a> (v. 1.0). 2012 Book Archive.	<a href="#">CC BY-NC-SA 3.0</a>
<a href="#">Advertising and Promotion</a> [Saylor course]. Washington, D.C.: Saylor Academy.	<a href="#">CC BY 3.0</a>
<a href="#">Marketing - CTE Online Model</a> [CTE course]. Chico, CA: Butte County Office of Education's CTE Center.	<a href="#">CC BY-NC-SA 3.0</a>
Jones, A. T., Malczyk, A., & Beneke, J. <a href="#">Internet Marketing</a> . GetSmarter.	<a href="#">CC BY 3.0</a>

## SAMPLE QUESTIONS

The questions below are designed to help you study for your TECEP. Answering these questions does not guarantee a passing score on your exam.



Please note that the questions below **will not** appear on your exam.

1. What agency compensation method is most closely aligned with the advertiser's sales?
  - a. Media-commission system
  - b. Outcome-based programs
  - c. Labor-based fee system
  - d. Investment-based programs
  
2. What important factor motivates firms to determine if implemented marcom decisions have accomplished the expected objectives?
  - a. Changing consumer tastes and preferences
  - b. Increasing demand for accountability
  - c. Increasing marcom costs
  - d. Less reliance on outside agencies to perform the marcom function
  
3. Adding a sticker to a Dell computer that says "Intel Inside" is an example of
  - a. reference branding
  - b. multi-branding
  - c. ingredient branding
  - d. cross-branding
  
4. What technique increasingly is being used to assess the relative effect of specific marcom elements compared to the effects of other elements?
  - a. Marketing optimization modeling
  - b. Structural equation modeling
  - c. Multidimensional modeling
  - d. Marketing mix modeling
  
5. In the PRIZM system of geodemographic profiling, what does PRIZM represent?
  - a. Potential rating index by zip markets
  - b. Product rank indicator by zip markets
  - c. Peer review interest by zip markets
  - d. Personal relationship information by zip markets
  
6. What approach to positioning stresses nonverbal content or emotionally provocative words that are intended to generate fantasies, positive emotions, and feelings in the consumer?
  - a. Hedonic, experiential model (HEM)
  - b. Consumer processing model (CPM)
  - c. Feel-do-think model (FDT)
  - d. Dual coding model (DCM)



7. Using the profit-maximization budget-setting rule, the advertising decision-maker must know the \_\_\_\_\_ for every brand requiring a budgeting decision.
- Consumer response function
  - Return on investment
  - Sales-to-advertising response function
  - Hierarchy-of-effects model
8. Corporate issue advertising is also known as
- image advertising
  - advocacy advertising
  - goodwill advertising
  - company advertising
9. According to the MOA factors model, consumers' ability to access knowledge structures is enhanced by
- using novel stimuli
  - using complex pictures, edits and cuts
  - employing intense cues
  - employing verbal framing to create a context
10. Diminished effectiveness of advertising as GPRs accumulate over time is called
- burnout
  - wearout
  - decay rate
  - negative response rate
11. Given a fixed advertising budget, a media planner cannot simultaneously optimize
- awareness, generation and brand image
  - GRP, TRP and continuity
  - functional, emotional and humorous appeals
  - reach, frequency and continuity
12. Which of the following organizations measures magazine readership?
- Arbitron
  - Nielsen Media Research
  - Mediamark Research Inc.
  - Bruzzone Research Co.



13. What two forms of search engine advertising are available to online advertisers?
- a. Wired and wireless
  - b. Internet and intranet
  - c. Keyword matching and content targeted
  - d. Click-through and banner ads
14. What is a distinguishing feature of yellow page advertising?
- a. The limit on full color ads.
  - b. The limits on possible creative executions.
  - c. Their flexible purchasing plans.
  - d. Their black on yellow ads.
15. Which of the following is NOT a characteristic of sales promotions?
- a. They create long-term effects.
  - b. They entail incentives.
  - c. They encourage trade and end-user consumers.
  - d. They supplement other marcom functions.
16. One problem with in- or on-package sampling is that it
- a. excludes customers who do not buy the carrying brand
  - b. does not reach the best potential customers
  - c. is more expensive than other sampling methods
  - d. is not liked by most retailers
17. What characteristic of a completed promotion program is best assessed by determining the total units of the promoted items that were sold during the promotion period?
- a. Expense
  - b. Effectiveness
  - c. Efficiency
  - d. Execution ease
18. All of the following are important functions of marketing public relations (MPR) EXCEPT
- a. increasing brand awareness
  - b. reaching purchase influentials
  - c. creating brand equity
  - d. countering competitive initiatives



19. \_\_\_\_\_ involves marketing communication investments in events or causes for the purpose of achieving various corporate objectives.
- a. Event-related PR
  - b. Philanthropy
  - c. Sponsorship
  - d. Cause-related marketing
20. Point-of-purchase displays accomplish which of the following for retailers?
- a. Extend the amount of time consumers spend in the store
  - b. Deliver useful information and simplify the consumer shopping process
  - c. Reinforce the brand image
  - d. Encourage consumers to switch brands
21. What are the three basic elements of the FTC's current policy determining whether or not an ad is deceptive?
- a. Injury, not avoidable, material
  - b. Injury, probable consumer, misleading
  - c. Misleading, reasonable consumer, material
  - d. Misleading, material representation, omission
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## ANSWERS TO SAMPLE QUESTIONS

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|--------|---------|---------|
| 1. (b) | 8. (b)  | 15. (a) |
| 2. (b) | 9. (d)  | 16. (a) |
| 3. (c) | 10. (b) | 17. (b) |
| 4. (d) | 11. (d) | 18. (d) |
| 5. (a) | 12. (c) | 19. (c) |
| 6. (a) | 13. (c) | 20. (a) |
| 7. (c) | 14. (b) | 21. (c) |

