

Chapter 14 Communicating Customer Value:
Integrated Marketing Communication
Strategy

1) A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____.

- A) Direct marketing
- B) Integrated marketing
- C) The promotion mix
- D) Competitive marketing
- E) Target marketing

Answer: C

Diff: 1 Page Ref: 402

AACSB: Communication

Skill: Concept

Objective: 14-1

2) The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.

- A) Direct marketing
- B) Sales promotions
- C) Personal selling
- D) Public relations
- E) Publicity

Answer: B

Diff: 2 Page Ref: 402

AACSB: Communication

Skill: Concept

Objective: 14-1

3) Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.

- A) Sales promotion
- B) Advertising
- C) Direct marketing
- D) Personal selling
- E) Public relations

Answer: B

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