

J201 Spring 2006 Exam 2 will again be made up of 5 short answer terms to “identify and give the significance of” in a few sentences (1 point each) and 1 essay question to answer in a few pages (5 points each).

This review sheet contains **sample** short answer terms and essay questions to help guide you in your test preparation. Students should prepare to identify **all** terms and answer **all** essay questions, as the instructor will choose which ones (if any) actually appear on the exam at the last minute. Please note that the terms and questions which actually appear on the exam **may differ slightly** from what is on the study guide.

news hole % of all advertising dollars spent on television barrier to entry wall between editorial and advertising consumer culture open contract model patent medicines reason why approach parity products psychographics market segmentation Maslow’s hierarchy AIDA CPM reach technologies of avoidance vampire creativity the four P’s brand awareness stopping power public communications cost externalization word of mouth product placement claim of a special relationship baby boom lobbyists Rendon Group	pseudo-event internal publics external publics Creel Committee glocalized PR strategy sampling error response-rate error margin of error psyops Charlotte Beers smart bombs embedded journalists Duelfer Report Swift Boat Veterans for Truth gatekeepers 527s and PACs stealth campaigning negative ads vs. contrast ads image vs. issue ads negativity effect reservoir of credibility spin branding high culture vs. mass culture claim of efficient separation upscale Generation X PNAC effective frequency
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Sample essay questions

You've finally graduated from UW, you work for an advertising agency, and your first client is a company trying to market a "wireless ipod" (use your imagination). Using concepts and examples from lectures and readings, describe and defend the strategies that you might use on behalf of your client, with respect to each of the following: (a) market segmentation; (b) audience resistance; and (c) new media technology.

You've finally graduated from UW, you work for a public relations firm, and your first client is a company which has been gaining some bad press because it has been accused of employing "sweatshop" labor in "outsourced" production facilities abroad. Using concepts and examples from lectures and readings, describe and defend the strategies that you might use on behalf of your client, with respect to each of the following: (a) internal vs. external publics; (b) corporate branding; and (c) new media technology.

You've finally graduated from UW, you work for the State Department, and your country is engaged in a "War on Terror." Using concepts and examples from lectures and readings, write an essay analyzing the past and/or current public diplomacy message(s) of the Bush administration regarding Iraq, with respect to each of the following: (a) military vs. diplomatic goals; (b) internal vs. external publics; and (c) the role of the press.