Marketing Communications for a Digital Age 1st edition Tuten Test Bank

SKU: 9781036214098-TEST-BANK

MCQs

Chapter 1: Introduction to integrated marketing communications

1. Which of the following best defines integrated marketing communications (IMC)?
a. A digital advertising technique focused on increasing website traffic
b. A strategic process that ensures all brand communications deliver a clear, consistent message
c. A method of reducing product prices to attract customers
d. A tactic that only uses traditional media channels
Ans: B
Learning Objective: Define integrated marketing communications (IMC) and describe its defining characteristics.

2. Which of the following is NOT part of the PESO model?
a. Paid media
b. Earned media
c. Shared media
d. Performance media
Ans: D
Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

3. What is an example of shared media?
a. A brand's website
b. A TV commercial
c. A customer's Instagram post about a product

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

d. A newspaper article about a brand

Ans: C

Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

4. Which of the following is a characteristic of performance marketing?

a. Focuses on building emotional connections with consumers

b. Aims to drive long-term brand equity

c. Pays for specific, measurable actions such as clicks and conversions

d. Targets customers at the awareness stage of the marketing funnel

Ans: C

Learning Objective: Distinguish between performance marketing and brand building in the context of full-funnel marketing.

5. Which element of the promotional mix involves managing relationships with the public and shaping the perception of the brand through unpaid media?

a. Direct Marketing

b. Public Relations

c. Advertising

d. Sales Promotions

Ans: B

Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

6. Which of the following best describes brand equity?

a. The number of products a brand sells annually

b. The financial investment made in advertising campaigns

c. The value a brand adds to a product or service based on positive associations and loyalty

d. The total market share of a product category

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Ans: C

Learning Objective: Explain the benefits and functions of IMC in modern marketing.

7. What is one of the key benefits of IMC?

a. Reduces product development costs

b. Encourages independent, uncoordinated messaging

c. Increases consistency in brand messaging across channels

d. Limits the use of digital media

Ans: C

Learning Objective: Explain the benefits and functions of IMC in modern marketing.

8. Which of the following is an example of earned media?

a. A company's paid search ad

b. An article written by a journalist about a brand without payment

c. A brand's email newsletter

d. A sponsored social media post

Ans: B

Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

9. Which stage of the marketing funnel involves consumers evaluating different options?

a. Awareness

b. Consideration

c. Conversion

d. Loyalty

Ans: B

Learning Objective: Distinguish between performance marketing and brand building in the context of full-funnel marketing.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

10. What is one of the biggest organizational challenges to implementing IMC?

a. Lack of digital media options

b. Organizational silos

c. Too many traditional media outlets

d. Consumer loyalty

Ans: B

Learning Objective: Recognize the challenges related to implementing IMC and the trends influencing IMC.

11. The Heinz 'I Dip Heinz' campaign in China successfully used which of the following IMC strategies?

a. Only paid media

b. A single media channel to avoid confusion

c. Integration of multiple media channels and promotional elements

d. Exclusively public relations efforts

Ans: C

Learning Objective: Conceptualize the role of a campaign in bringing IMC to life.

12. What does full-funnel marketing aim to address?

a. Only the decision-making stage

b. Every stage of the customer journey, from awareness to loyalty

c. Reducing production costs

d. Only upper-funnel brand awareness activities

Ans: B

Learning Objective: Distinguish between performance marketing and brand building in the context of full-funnel marketing.

13. Which of the following best describes the 'Efficiency' mental model of IMC?

a. Focused on creative excellence and artistic vision

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

b. Prioritizes budget optimization and quantitative metrics

c. Emphasizes emotional connection with consumers

d. Seeks to position the brand without strategic objectives

Ans: B

Learning Objective: Recognize the challenges related to implementing IMC and the trends influencing IMC.

14. What is a key function of marketing communications in the promotional mix?

a. Reduce production costs

b. Inform, persuade, remind and drive consumer behaviour

c. Develop new product lines

d. Eliminate the need for brand positioning

Ans: B

Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

15. Which of the following is an example of owned media?

a. A brand's sponsored TikTok post

b. A brand's email newsletter

c. A positive article in a newspaper about the brand

d. A customer's online product review

Learning Objective: Review the role of promotion in marketing and the elements in the promotional mix.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Marketing Communications for a Digital Age (1st)

ISBN 9781036214098 | Chapter 1

Total Questions: 15

Multiple Choice (15)

Q1. *[Multiple Choice]*

Which of the following best defines integrated marketing communications (IMC)?

a) A digital advertising technique focused on increasing website traffic

b) A strategic process that ensures all brand communications deliver a clear, consistent message ✓ correct

c) A method of reducing product prices to attract customers

d) A tactic that only uses traditional media channels

Q2. *[Multiple Choice]*

Which of the following is NOT part of the PESO model?

a) Paid media

b) Earned media

c) Shared media

d) Performance media ✓ correct

Q3. *[Multiple Choice]*

What is an example of shared media?

a) A brand's website

b) A TV commercial

c) A customer's Instagram post about a product ✓ correct

d) A newspaper article about a brand

Q4. *[Multiple Choice]*

Which of the following is a characteristic of performance marketing?

a) Focuses on building emotional connections with consumers

b) Aims to drive long-term brand equity

c) Pays for specific, measurable actions such as clicks and conversions ✓ correct

d) Targets customers at the awareness stage of the marketing funnel

Q5. *[Multiple Choice]*

Which element of the promotional mix involves managing relationships with the public and shaping the perception of the brand through unpaid media?

a) Direct Marketing

b) Public Relations ✓ correct

c) Advertising

d) Sales Promotions

Q6. *[Multiple Choice]*

Which of the following best describes brand equity?

a) The number of products a brand sells annually

b) The financial investment made in advertising campaigns

c) The value a brand adds to a product or service based on positive associations and loyalty ✓ correct

d) The total market share of a product category

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Q7. *[Multiple Choice]*

What is one of the key benefits of IMC?

a) Reduces product development costs
b) Encourages independent, uncoordinated messaging
c) Increases consistency in brand messaging across channels ✓ correct
d) Limits the use of digital media

Q8. *[Multiple Choice]*

Which of the following is an example of earned media?

a) A company's paid search ad
b) An article written by a journalist about a brand without payment ✓ correct
c) A brand's email newsletter
d) A sponsored social media post

Q9. *[Multiple Choice]*

Which stage of the marketing funnel involves consumers evaluating different options?

a) Awareness
b) Consideration ✓ correct
c) Conversion
d) Loyalty

Q10. *[Multiple Choice]*

What is one of the biggest organizational challenges to implementing IMC?

a) Lack of digital media options
b) Organizational silos ✓ correct
c) Too many traditional media outlets
d) Consumer loyalty

Q11. *[Multiple Choice]*

The Heinz 'I Dip Heinz' campaign in China successfully used which of the following IMC strategies?

a) Only paid media
b) A single media channel to avoid confusion
c) Integration of multiple media channels and promotional elements ✓ correct
d) Exclusively public relations efforts

Q12. *[Multiple Choice]*

What does full-funnel marketing aim to address?

a) Only the decision-making stage
b) Every stage of the customer journey, from awareness to loyalty ✓ correct
c) Reducing production costs
d) Only upper-funnel brand awareness activities

Q13. *[Multiple Choice]*

Which of the following best describes the 'Efficiency' mental model of IMC?

a) Focused on creative excellence and artistic vision
b) Prioritizes budget optimization and quantitative metrics ✓ correct
c) Emphasizes emotional connection with consumers
d) Seeks to position the brand without strategic objectives

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Q14. *[Multiple Choice]*

What is a key function of marketing communications in the promotional mix?

a) Reduce production costs

b) Inform, persuade, remind and drive consumer behaviour ✓ correct

c) Develop new product lines

d) Eliminate the need for brand positioning

Q15. *[Multiple Choice]*

Which of the following is an example of owned media?

a) A brand's sponsored TikTok post

b) A brand's email newsletter ✓ correct

c) A positive article in a newspaper about the brand

d) A customer's online product review

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Instructor manual

Contents

Introduction to the Instructor's Manual 1
Sample Course Syllabus 4
Course-Long IMC Campaign Project 7
Companion Podcast Series – Marketing Communications for a Digital Age: The Podcast 14
YouTube Playlists by Chapter 16
Sample AI Usage Policy
Er
ror! Bookmark not defined.
Sample Lesson Plan for Teaching How to Effectively Use AI in IMC Courses
Er
ror! Bookmark not defined.
Student Responsibilities for AI Usage
Er
ror! Bookmark not defined.
Chapter 1: Introduction to Integrated Marketing Communications 17
Chapter 2: The Advertising and Marketing Communications Industry 23
Chapter 3 Theoretical Foundations of Marketing Communications 28
Chapter 4: Segmentation, Targeting and Positioning for Marcom 33
Chapter 5: Strategic Planning for IMC and Advertising Campaigns 38
Chapter 6 Creative Strategy 50
Chapter 7: Planning Media Strategy and Media Buying 54
Chapter 8: Paid Media 61
Chapter 9: Earned and Shared Media in Marcom Campaigns 68
Chapter 10: Owned Media Channels for Marcom Campaigns 74
Chapter 11: Marketing and Advertising Technology 78

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Introduction to the instructor's manual

Welcome to the Instructor's Manual for *Marketing Communications for a Digital Age*. Whether you're teaching integrated marketing communications (IMC) for the first time or are a seasoned educator looking to bring your course content up to date, this manual is designed to help you make the most of the textbook and deliver an engaging, relevant and effective learning experience for your students.

As the marcom industry evolves at a rapid pace – shaped by technological innovation, shifting consumer behaviour and new media platforms – our students must be prepared not just with foundational principles, but with the practical skills and digital fluency required to thrive in professional roles. This textbook was written to bridge the gap between timeless marcom strategy and the modern realities of digital execution, performance measurement and the marketing technology ecosystem.

The Instructor's Manual is your companion in bringing this content to life in the classroom. It provides pedagogical support, time-saving teaching resources and ideas for customization to suit your teaching style and course structure. Each element of the manual is designed to align with the book's emphasis on strategy, creativity, technology and data-driven thinking.

What you'll find in this manual

This Instructor's Manual includes the following components:

- **A Sample Course Syllabus**

  A flexible framework that can be adapted for 12-, 14- or 16-week terms. It outlines suggested topics, readings, assignments and project milestones.

- **Guidelines for a Course-Long IMC Campaign Project**

  This signature assignment gives students the opportunity to apply the concepts they learn in class to a real-world strategic challenge. The project brief, deliverables, pacing and evaluation criteria are provided.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

- **Chapter-by-Chapter Teaching Notes**

Each chapter is accompanied by detailed notes to support your instruction, including:

  - **Chapter Overview**: A summary of key concepts and learning outcomes
  - **Teaching Tips and Suggestions**: Ideas for class discussions, activities and lecture emphasis
  - **Suggested Assignments**: Flexible options for homework, presentations or small group work, including assignments designed for students to utilize AI tools
  - **Case Teaching Notes**: Guidance for teaching the opening and closing case studies, including discussion prompts and key insights

- **Test Bank Questions**

A full set of multiple-choice, true/false and short-answer/essay questions for each chapter to support quiz and exam development. These can be used as is or adapted to your own assessment style.

- **PowerPoint Slide Decks**

PPT slides are provided for each chapter, highlighting major topics, visuals and frameworks. These can be customized to suit your lecture flow and instructional preferences.

- **Chapter Summary Podcasts**

A brief podcast episode accompanies each chapter to provide a summary of key ideas. These can be shared with students for review or used to spark classroom discussion. Visit the show on Spotify at https://spoti.fi/4jvZJRp or https://open.spotify.com/show/076Y2wg768Uk5egv8NuE3t?si=Rdpd5DpNQym-SQkc6wbGmA

- **Curated YouTube Video Playlists**

Each chapter is supported by a YouTube playlist curated to align with its core topics. These playlists feature campaign examples, expert interviews, industry panels and explainer videos to help bring the material to life.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

These resources were developed with classroom realities in mind and with a strong emphasis on the textbook's goals: to engage students, deepen their understanding and equip them with the skills to succeed in today's marketing communications landscape.

Designed for flexibility

No two instructors or classrooms are the same. That's why this manual emphasizes flexibility. Whether your course emphasizes strategic planning, creative development, digital media or campaign metrics – or a balanced combination – you'll find options that suit your goals. The modular structure also supports adaptation for both undergraduate and graduate-level courses.

A note of appreciation

As educators, we play a critical role in shaping the next generation of marketing communications professionals. I hope this manual supports you in that endeavour and contributes to a dynamic and fulfilling teaching experience. Thank you for the work you do to prepare students for a future in this fast-changing, exciting field.

Please feel free to adapt these resources to fit your needs, and don't hesitate to reach out with ideas, feedback or stories about how you've brought the textbook to life in your classroom.

—Dr. Tracy L. Tuten

Sample course syllabus

Course Title: Integrated Marketing Communications
Term: [Insert Semester and Year]
Instructor: [Instructor Name]
Email: [Instructor Email]
Office Hours: [Insert Times and Location or Virtual Link]

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Course description

This course introduces students to the principles and practice of integrated marketing communications (IMC) with a special focus on how digital technology has transformed the marketing communications landscape. Students will learn how to develop, execute and measure strategic marcom campaigns that align creative, media and measurement across traditional and digital platforms. The course is built around *Marketing Communications for a Digital Age* by Dr. Tracy L. Tuten and includes real-world case studies, strategic frameworks and exposure to martech tools and tactics used by today's professionals.

Course objectives

By the end of this course, students will be able to:

- Explain the role of IMC in the marketing mix and in achieving brand goals.
- Apply theories of communication and buyer behaviour to marcom planning.
- Develop segmentation, targeting and positioning strategies for campaign planning.
- Craft creative strategies and messaging for digital and traditional platforms.
- Understand and evaluate media planning decisions across PESO channels.
- Demonstrate familiarity with martech tools and data analytics in campaign execution.
- Measure campaign performance using appropriate KPIs and optimization approaches.

Required textbook

Tuten, T.L. (2026). *Marketing Communications for a Digital Age*. Sage Publications.

Course requirements and grading

Assessment Component	**Weight**
Class Participation and Engagement	10%
Weekly Chapter Quizzes (Best 10 of 12)	15%
Homework Assignments (×4)	20%

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Midterm Exam	15%
Final IMC Campaign Project (Written Plan)	20%
Final Project Presentation (Team-based)	10%
Final Exam	10%
Total	**100%**

Course schedule

Week	**Topics**	**Readings / Deliverables**
1	Introduction to IMC	Chapter 1; Introduce Course-Long Project
2	The Marcom Industry	Chapter 2; Quiz 1
3	Communications, Buyer Behaviour and Theoretical Foundations	Chapter 3; Quiz 2; Homework 1: Ad Critique
4	Segmentation, Targeting and Positioning	Chapter 4; Quiz 3
5	Strategic Planning for IMC Campaigns	Chapter 5; Quiz 4; Homework 2: STP + Objectives
6	Creative Strategy	Chapter 6; Quiz 5
7	Media Planning and Strategy	Chapter 7; Quiz 6; Homework 3: Media Channel Plan
8	Paid Media	Chapter 8; Quiz 7; **Midterm Exam**
9	Earned and Shared Media	Chapter 9; Quiz 8
10	Owned Media	Chapter 10; Quiz 9
11	Martech and Advertising Technology	Chapter 11; Quiz 10; Homework 4: Martech Tool Review
12	Measuring Marcom Performance	Chapter 12; Quiz 11

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

13	Project Presentations	Final Project Due (Written + Slides); Presentations Begin
14	Final Presentations & Final Exam	Quiz 12 (optional for replacement); **Final Exam**

Course policies

- **Participation**: Active participation in discussions and activities is expected. Be prepared, ask questions and contribute thoughtfully.
- **Academic Integrity**: Students are expected to uphold the highest standards of academic honesty. Plagiarism or cheating will result in disciplinary action.
- **Late Work**: Late assignments will be penalized unless prior arrangements are made or in cases of documented emergencies.
- **Collaboration**: While some assignments are individual, the final campaign project is a collaborative team-based effort. Team evaluations may be used to assess contribution.

Course-long IMC campaign project

Title: Launching a New Product: An Integrated Marketing Communications Campaign
Format: Individual or Team (2–5 students)
Deliverables: Written IMC Campaign Plan + Final Presentation
Final Due Date: Week 13

Project overview

This course-long project gives you the opportunity to apply the principles, strategies and tools learned throughout the semester by developing a complete integrated marketing communications (IMC) campaign plan for the launch of a new product or service. You may choose to:

- Introduce a new product/service for an existing brand in a new or adjacent category or
- Develop a new brand and product concept from scratch.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Your campaign plan will include strategic planning, audience targeting, creative development, media planning across PESO channels and metrics for campaign evaluation. The final result should be a cohesive, data-driven, and creatively compelling campaign that reflects real-world professional standards.

Project requirements

Your final IMC campaign plan should include the following sections:

1. Executive Summary

A 1-page summary of your campaign, highlighting the key idea, audience, media strategy and expected outcomes.

2. Situation Analysis

Market overview, competitive landscape, SWOT analysis and insights relevant to the brand/product context.

3. Campaign Objectives

Clear, measurable marketing communications objectives aligned with the brand's business goals.

4. Target Audience

A detailed profile of your primary audience segment(s), including demographics, psychographics, behavioural insights and media consumption habits.

5. Segmentation, Targeting and Positioning (STP)

- Description of your segmentation approach
- Justification of your selected target market(s)
- Positioning statement and perceptual map (optional)

6. Creative Strategy

- Big idea and campaign theme
- Messaging strategy and tone
- Sample creative executions (mock-ups, scripts, headlines, social content, etc.)

7. Media Strategy

- Recommended media mix across PESO channels
- Justification for media choices based on audience fit and campaign goals

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

- Timing and flighting strategy

8. Martech Integration

- Suggested martech tools or platforms for campaign execution and management
- How data and automation will be used in campaign delivery

9. Measurement and Evaluation Plan

- KPIs aligned with campaign objectives
- Methods for tracking performance and optimizing results

10. Budget Summary (Optional for Undergrad)

High-level breakdown of media spend, production costs and technology investment

11. Appendices

Any visuals, mock-ups, content calendars, influencer lists or dashboards that support your plan.

Weekly milestones (Aligned to Chapters)

Week / Chapter	Milestone
Week 1 – Ch. 1	Project introduced. Select brand and product concept.
Week 2 – Ch. 2	Conduct industry and competitor research. Begin Situation Analysis.
Week 3 – Ch. 3	Identify relevant communication theories and buyer behaviour insights.
Week 4 – Ch. 4	Complete STP framework. Submit Target Audience Profile.
Week 5 – Ch. 5	Define Campaign Objectives. Draft Positioning Statement.
Week 6 – Ch. 6	Develop Creative Strategy and Big Idea. Brainstorm messaging concepts.
Week 7 – Ch. 7	Create Media Strategy Outline (PESO framework).
Week 8 – Ch. 8	Finalize Paid Media Tactics and Budget Estimates.
Week 9 – Ch. 9	Plan PR, Influencer and Organic Social Tactics.
Week 10 – Ch. 10	Plan Owned Media Content and Activation Channels.
Week 11 – Ch. 11	Identify Martech Tools and Explain How They Will Be Used.
Week 12 – Ch. 12	Create KPI Dashboard and Evaluation Plan.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

Week 13	Submit Final Written IMC Plan + Deliver Final Presentation
Week 14	Optional peer reviews or revised submissions after instructor feedback

Final deliverables

1. Written IMC Campaign Plan (8–15 pages excluding appendices)

Must include all project components, well-organized with clear headings, visuals and citations (APA or MLA).

2. Final Presentation (10–15 minutes)

Professional-quality team or individual presentation using slides. Include an overview of the strategy, creative ideas, media tactics and measurement plan.

Evaluation criteria

Criteria	**Weight**
Strategic Fit and Situation Analysis	15%
Audience Insight and STP	15%
Creative Strategy and Big Idea	15%
Media Plan and PESO Integration	15%
Martech and Analytics Integration	10%
Measurement and KPIs	10%
Professional Quality of Deliverables	10%
Final Presentation	10%

Notes for instructors

- Students can work individually or in teams; adapt the deliverable scope accordingly.
- Peer evaluations can be used to assess individual contributions in teams.
- Encourage students to reference real-world campaigns and marketing tools.
- Optional: Invite a guest speaker or local agency pro during Week 13 to judge presentations.

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

IMC campaign project grading rubric

Total Points Possible: 100

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Needs Improvement (2)	Unsatisfactory (1)	Weight
1. Situation Analysis & Strategic Fit	Demonstrates deep understanding of brand, market and competitors; clear rationale for campaign strategy	Generally solid analysis with minor gaps in insight or application	Adequate analysis, but lacks depth or clear connection to strategy	Limited research or unclear application to brand strategy	Weak or missing analysis; lacks relevance or depth	×3 = /15
2. Audience Insight & STP	Clearly defined audience profile; insightful segmentation and well-justified targeting and	Audience is defined and aligned with campaign; segmentation and targeting are reasonable	Audience profile is adequate; some inconsistencies in STP logic	Limited or vague audience targeting; weak justification	Unclear or inappropriate target audience and STP approach	×3 = /15

Marketing Communications for a Digital Age 1st edition Tuten Test Bank

	positioning					
3. Creative Strategy & Messaging	Compelling big idea; strong creative direction; messaging aligns with audience and positioning	Strong concept and creative execution; messaging mostly effective	Adequate concept and message strategy; creative lacks originality or clarity	Weak creative idea; poor alignment between message and audience	Little or no creative direction or message development	×3 = /15
4. Media Strategy & PESO Integration	Thoughtful, integrated media plan across PESO channels; justified by audience media habits	Well-structured plan using PESO model with some integration and rationale	Basic use of PESO; lacks depth or full integration	Disjointed media plan; poor rationale or limited channel use	Incomplete or unrealistic media plan	×3 = /15
5. Martech & Campaign	Identifies appropriate martech tools;	Reasonable use of martech tools; clear	Basic mention of tools; limited	Vague or unclear connection between	No mention or poor understanding of	×2 = /10

Marketing Communications for a Digital Age 1st edition Tuten Test Bank