Social Marketing Changing Behaviors for Good 5th edition Lee Test Bank

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CHAPTER 2 10 STEPS IN THE STRATEGIC MARKETING PLANNING PROCESS

Type: E
1. For the Marketing Highlight discussing WaterSense, what similar effort did EPA leverage to inspire this effort.
*a. ENERGY STAR.

Type: E
2. What is the essence of the Product Concept?
*a. "Build it and they will come."

Type: E
3. What is the essence of the Selling Concept?
*a. Left alone, consumers won't buy enough to meet goals so marketers must undertake an aggressive selling and promotion effort.

Type: E
4. What is the essence of the Marketing Concept?
*a. Instead of a "make and sell" philosophy, it is a "sense and respond." In other words, a customer orientation.

Type: E
5. Step 1: Give an example of a social issue that a social marketing effort might address.
*a. A wicked problem in the area of health, safety, environment, community, or financial well-being

Use the social issue you identified in Q5 to answer Q6, Q7 and Q8:

Type: E
6. Step 1: Give an example of a background statement related to that social issue.
*a. Some fact, statistic or trend related to the social issue identified.

Type: E
7. Step 1: Give an example of a purpose statement for a social marketing effort related to that social issue.
*a. Most often begins with "decrease, increase, improve, eliminate, reduce."

Type: E
8. Step 1: Give an example of a focus for a social marketing effort to contribute to this purpose.
*a. Can be a strategy, a population, a practice

Type: E
9. Step 2: What are the five major components of a Situation Analysis?
*a. Internal Strengths, Internal Weaknesses, External Opportunities, External Threats, Past or Similar Efforts

Type: E
10. Step 3: Select Target Audience. Why do you select a target audience before you set the behavior objective?
*a. The desired behavior often varies by target audience.

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Type: E
11. Step 4: What is a behavior objective?
*a. What your effort will be created to influence a target audience to Do.

For questions 12-16, consider an effort to get teenagers not to text and drive.

12. Step 5: Which one of the following is not a potential Barrier for texting and driving?
a. Not feeling at risk
b. Thinking it can't wait;
*c. Worried I'll get caught
d. Wanting to fit in
e. Enjoy the distraction

13. Step 5: Which one would not be a potential perceived Benefit for not texting and driving?
a. Not getting in an accident
b. Not getting a ticket
*c. My friend knows if I am running late and when I'll be there
d. Not getting in trouble with my parents

Type: E
14. Step 5: What would be a potential Motivator for not texting and driving?
*a. Knowing of someone like me who was in an accident; having it become a primary law where can be pulled over if seen; if my phone wouldn't work when driving; if my phone was out of reach

Type: E
15. Step 5: What is the Competition for not texting and driving?
*a. The norm for this group to be texting and driving

Type: E
16. Step 5: Who is an Influential Other that you might tap to influence the teen?
*a. A friend, peer or older sibling who had an accident or a close call. A parent deciding not to text and drive in the future

Type: E
17. Step 6: Positioning: In the Litter case example, what are at least two things that program managers wanted people who litter to believe:
*a. They will be seen; they will get caught; fines are steeper than they thought; disposing of litter is a better, cheaper option.

Type: MR
18. Step 7: Marketing Mix. Which ones of the following are not one of the intervention tools in the marketer's toolbox?
a. Product
*b. Positioning
c. Price
*d. Policy
e. Place
f. Promotion
*g. Partners

For Q19-Q22, think back to the Litter Case Example:

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Type: E
19. Step 7: What was the major product used to support the anti-littering effort?
*a. The Hotline to report littering

Type: E
20. Step 7: What was a price strategy for the litter campaign?
*a. The emphasis on fines for littering

Type: E
21. Step 7: What was a place strategy mentioned for the litter campaign?
*a. The Hotline was available 24/7 for reporting littering, as was the website

Type: E
22. Step 7: What was one of the major promotion strategies for the litter campaign?
*a. Paid advertising, road signs, mailings, posters, publicity, Web sites, stickers, decals, special events

Type: E
23. Step 8: Evaluation Plan. Why is the Evaluation Plan completed before Steps 9?
*a. So that there will be planned funding for it

Type: MR
24. Step 9: Budget. Which of the following are not a component of the Plan's budget:
a. Product-Related Strategies
*b. Formative Research
c. Price-Related Strategies
d. Distribution-Related Strategies
e. Promotions
f. Evaluation
*g. Pretesting

Type: E
25. Step 10: Implementation Plan. What are the 4 major components of an Implementation Plan?
*a. 1) Who will do 2) What, 3) When, for 4) How much.

Type: F
26. Each step should be considered a _____ prior to completing a plan, because you may need to go back and make a revision to a prior step.
*a. Draft

Type: E
27. Give an example of a step that might need to be revised based on information gleaned when developing a subsequent step.
*a. Target Audience, Goals, Positioning, 4Ps

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