



Diploma in Marketing - Stage 3

MARKETING COMMUNICATIONS

TUESDAY, MAY 19, 2009. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and/or international examples of marketing practice)

1. “Integration [of marketing communications] just plain makes sense for those planning to succeed in the 21st century marketplace. Marketers, communicators, and brand organisations simply have no choice”.
(Shimp, 2007: 7).
Critically discuss this perspective on integrated marketing communications, indicating the extent of your agreement.
2. Examine the role of the Hierarchy of Marketing Communications Effects model in facilitating an understanding of the communications process from the consumer’s viewpoint.
3. Discuss the factors involved in maintaining an effective advertising agency-client relationship.
4. Towards the end of 2008, Ireland witnessed a major recall of pork and pork-related products on the basis of the requirement for food safety.
Assess whether appropriate public relations guidelines for crisis management were followed in this case.

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5. “Online [advertising] has gone from being an optional extra to being the medium which will eventually matter most. Marketers who don’t use it are becoming rare”.
(Sunday Business Post, 4th January 2009).
With relation to this quotation, critically discuss the role of online advertising in the context of the media mix.
6. It has been argued that sex appeals in advertising are being employed more frequently and with increasing explicitness.
Critically discuss your views on this advertising appeal, giving examples of product categories or purchasing situations to which it would be unsuitable.
7. Explore how marketers seek to create and transfer meaning in marketing communications messages.
8. In 2007, the Advertising Standards Authority for Ireland (ASAI) received 1537 complaints about advertising, compared to 1382 complaints in 2006.
(Source: ASAI Annual Report 2007).
Examine the extent to which you think that advertisers and advertising agencies in Ireland pay sufficient heed to the ASAI Code of Advertising and its accompanying sanctions for breaches of regulation.