
MKTG 201 Marketing Management
Fall 2011

Individual Assignment #2
Due Date: Wednesday December 21; 12:00 Noon at CASE 171

This is an individual assignment. University rules and policies on academic honesty will be strictly enforced. Cheating, plagiarism, collusion or any other form of dishonesty will not be tolerated.

- 1- I expect this assignment to be completed without examining others' work.
- 2- No group activity is *authorized* for this individual assignment. Unauthorized help from another person or having someone else write one's paper or assignment is collusion.

Limit: 3 pages (double spaced) maximum

For this assignment, pick two magazine (or newspaper) ads for two products within the same product category (ex. two car ads, two liquor ads, two life insurance companies' ads etc.).

Pick two ads that you think differ in interesting ways.

1. Who is the target market for each ad and what needs of each target market are being appealed to? (Note that the newspaper or magazine itself is related to the target market.)
2. In relation to effectiveness of the ads:
 - a. Identify which objective(s) specified in the Extended AIDA model each of the ads is trying to meet (awareness, knowledge, liking, preference, conviction, and purchase). **Elaborate** on your reasoning.
 - b. Based on what you know from the market, at what stage of buyer readiness do you think most of the target market of each brand is at? Is this in line with the stated objectives of the ads?
 - c. Do you think the ads are effective in meeting their objectives? Why / why not?
3. Select one of the brands.
 - a. What changes would you suggest on the ad that you evaluated above?
 - b. Find out about other communications by the same brand and **describe** them (e.g. website, TV commercials, billboards, PR activities, etc.) **Evaluate** whether the different communication elements are integrated.
 - c. Suggest any changes that would enhance the effectiveness of the overall communication mix.

Please attach the ads (or photocopies of the ads) to your assignment.