

## Exam 2 Study Guide

MKTG 4166

Fall 2021

### Chp. 5

Seeding- be able to recognize an example

Affective stage in response process- identify what happens in this step

Steps in the "Innovation Adoption Model"

Visual image personalities- What are they? When are they used?

Active vs Passive shopping mode

Cognitive response- define, when does it happen

Identify examples of- a support argument, a positive source derogation

NoIpe- identify examples

Buzz marketing- understand the concept

Nonpersonal vs personal

Explain what it takes for communication to be effective

Reasons for sharing viral marketing

Be able to draw the communication process

### Chp. 6

Direct source vs. indirect source

Fear appeal- definition

Purpose of common ground in communication process

Credibility- made up of what 2 components

Source attractiveness- leads to identification

Purpose of FTC ruling in 2009 for online endorsers- influencers/bloggers must disclose relationships with companies

High and low credibility- when most effective

Vampire effect

# Chp Exam Study Guide

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