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Background. The promotional marketing rules apply to consumer and trade promotions, incentive schemes and the promotional elements of sponsorships; they regulate the nature and administration of promotions. Promoters should take legal advice before embarking on promotions with prizes, including competitions, prize draws, instant-win offers and premium promotions, to ensure that the mechanisms involved do not make them unlawful lotteries (see the Gambling Act 2005 for Great Britain and the ...

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Business Ethics Chapter 8 -Marketing Ethics: Advertising and

Product Placement. Uncategorized. Multiple Choice Quiz. 1

Identify the statement that provides a reason why manipulation of

consumers is not relevant to marketing ethics: A) Knowing

consumers' psychological profiles through marketing research,

their motivations, interests, desires, beliefs, anxieties and fears

facilitates manipulation of their behavior.

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Chosen methods of marketing goods and services for sale must not result in negative attention for the University or affect its corporate branding and standing in the World market. Departmental websites Should adhere to the University standards for headers and footers.

Marketing and advertising | Finance Division

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Integrated Advertising, Promotion, and Marketing Communications 8e (Clow/Baack) Chapter 2 Corporate Image and Brand Management 1) When Domino's Pizza sought to increase sales and return customers, one key tactic was to: A) raise prices. B) enter new markets. C) change the brand. D) buy the largest competing pizza chain. Answer: C

Integrated Advertising, Promotion, and Marketing ...

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Chapter 8 – Marketing and Advertising Planning Mountain Dew •

Created by Ally and Barney Hartman of Knoxville, Tennessee. •

Bought by Tip Corporation and became a hit. It was later purchased by Pepsi Co. After sales were dropping, Mtn Dew changed its marketing techniques • The product was portrayed as a high-energy, youth oriented sports drink. Very sporty and trendy.

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