Preview

Unnamed Quiz

 $\textcircled{\sc p}$ This is a preview of the draft version of the quiz

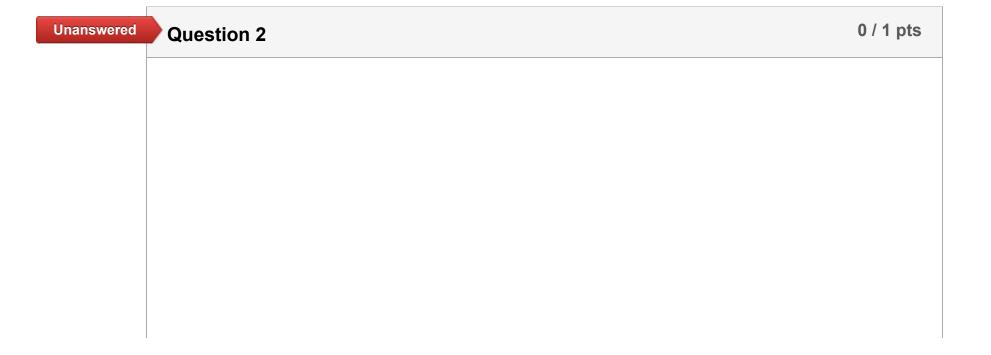
Quiz Type	Graded Quiz
Points	42
Assignment Group	Assignments
Shuffle Answers	No
Time Limit	No Time Limit
Multiple Attempts	No
View Responses	Always
Show Correct Answers	Immediately
One Question at a Time	No

Due	For	Available from	Until
-	Everyone	_	-



Score for this quiz: **0** out of 42 * Submitted Mar 5 at 9:03am This attempt took less than 1 minute.

Question 1	0 / 1 pts
No matter who drives the process, the creative team must know	
O how each member of the agency will fit into the account	
O the product frontward and backward, inside and out	
O the art director is the copilot of the project	
O what role the coach or the creative director wants to play	
	No matter who drives the process, the creative team must know how each member of the agency will fit into the account the product frontward and backward, inside and out the art director is the copilot of the project



	The Conceptual Age of advertising includes which of the following?
	◯ social media
	Straightforward copy
	O digital content
Correct Answer	O changing demographics

Unanswered	Question 3	0 / 1 pts
	Which of the following is a common job responsibility of a copywriter?	
	O print buying	
	O billing	
	O media buying	
Correct Answer	O new business	

Unanswered	Question 4	0 / 1 pts
	In the creative process, the first step is to get the facts and the last step is to	
	◯ get it right and follow through	
	O develop a new headline	
Correct Answer	O discover what worked and why	
	O put down the pencil and get the work digitized	

	As a marketing professional, what is your primary focus?
Correct Answer	O finding information your target audience wants to receive
	Start with the concept
	O creating unsolicited marketing messages
	○ to fine tune the message

Unanswered	Question 6	0 / 1 pts
	Which creative role is ideal for someone who likes a flexible schedule and a variety of clients?	
	O public relations writer	
	O social media specialist	
Correct Answer	• freelance writer	
	O account planner	

Unanswered	Question 7	0 / 1 pts
	What does strategy, as it relates to creativity, refer to?	
	O the movement of ads through the production department	
	O a way of thinking that involves physical movement across space	
	O the movement of ideas from art director to creative director	
Correct Answer	 crafting a defined direction that will captivate the target and build on ROI 	

Unanswered	Question 8	0 / 1 pts
-	Many ad agencies today suffer from a lack of	
	Ieft-brained thinking	
	O flow	
Correct Answer	O diversity	
	O creative strategy	



Question 9

	The number one rule in advertising is
Correct Answe	O advertising is a business
	 creative directors are always right
	O anyone can be creative with hard work
	O creativity rules advertising

Unanswered	Question 10	0 / 1 pts
	In advertising, what you are selling and what consumers are buying is	
Correct Answer	 satisfaction of wants and needs 	
	O comfort and security	
	O features and benefits	
	○ things	

Unanswered	Question 11	0 / 1 pts
	Why do Account Managers need to learn about creative strategy?	
	O They have to apply their mastery of digital media.	
	O Their primary job function is to write copy.	
Correct Answer	O They evaluate creative work.	
	O They evaluate market conditions.	

-	Who is generally the coach of the creative team?
Correct Answer	• creative director
	O web developer
	O copywriter
	O art director

Unanswered	Question 13	0 / 1 pts
	Which of the following is the responsibility of the copywriter?	
	○ app coding	
	O managing the creative director	
Correct Answer	O doing research	
	○ graphic design	

Question 14	0 / 1 pts
What is the first step in the creative process?	
O ideation	
• getting the factsdoing research	
 selling the creative director 	
○ jotting out a rough ad and copy	
	What is the first step in the creative process? ideation getting the factsdoing research selling the creative director

Unanswered	Question 15	0 / 1 pts
_	Why is it important to use a pencil before moving to the computer in creative work?	
	It is easier to include the rest of the creative team that way.	
	O It is the preference of your creative director	
	O It helps to sell it to the client.	
Correct Answer	 It is important to clarify creative concept. 	



Question 16

	How do you know if you've failed to sell the client?
Correct Answer	O If they say, "This looks just like the competitor's ad."
	○ if they have difficulty with the color scheme
	○ if they express concern about cost
	○ if they feel challenged creatively

Unanswered	Question 17	0 / 1 pts
	After working in entry-level copywriting, what position might you move to?	
Correct Answer	O social media specialist	
	O app coder	
	O account manager	
	O graphic designer	

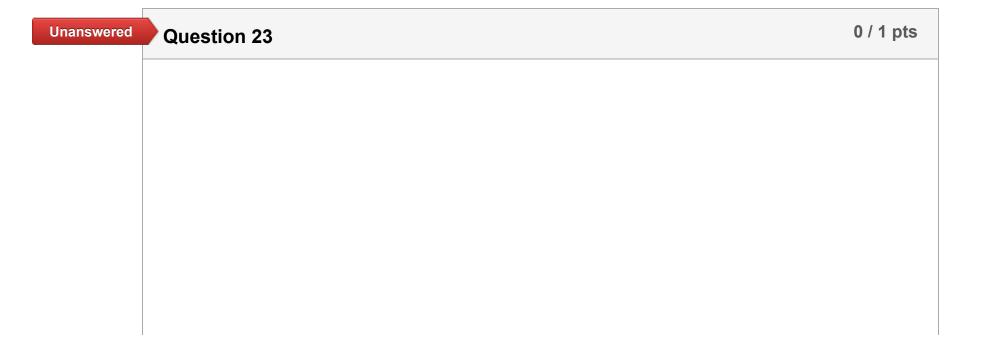
Unanswered	Question 18	0 / 1 pts
	Which job involves daily monitoring, posting, and content development, along with some social m advertising?	nedia
	○ internal advertising	
	O interactive expert	
Correct Answer	 o social media specialist 	
	O account planner	

Question 19	0 / 1 pts
Which job is most likely to use strategic thinking (take a long view), including market and compe analysis?	itive
O promotion director	
 creative strategist 	
O video producer	
O interactive expert	
	Which job is most likely to use strategic thinking (take a long view), including market and competent analysis?

Unanswered	Question 20	0 / 1 pts
	According to your text, individuals interested in creative work are likely seeking	
	○ sexism, racism, and dirty dealings	
	O freedom, fun, and finality	
	O ethics, excitement, and energy	
Correct Answer	• fame, fortune, and fun	

Unanswered	Question 21	0 / 1 pts
	Which of the following feeds creativity?	
	O flow	
	O compromise	
Correct Answer	O diversity	
	O time	

Unanswered	Question 22	0 / 1 pts
	Which of the following is a good reason to presell your idea to the Account Manager?	
	○ to get a promotion	
Correct Answer	O to have an ally when pitching to the client	
	O to challenge their creatively	
	O to confirm research	



	What do consumers buy, according to advertisers?
	○ services and goods
Correct Answe	O satisfaction of their wants and needs
	Self-actualization
	O expensive products
	O expensive products

Unanswered	Question 24	0 / 1 pts
	Creativity can be taught.	
	O True	
Correct Answe	O False	

Unanswered	Question 25	0 / 1 pts
Correct Answer	Having good ideas is more important than writing with style.	
	O True	
	O False	

Unanswered	Question 26	0 / 1 pts
	The copywriter drives the creative process.	
Correct Answei	O True	
	O False	

Unanswered	Question 27	0 / 1 pts
	Affiliation, according to Maslow, is about avoiding pain and discomfort.	
	O True	
Correct Answe	O False	

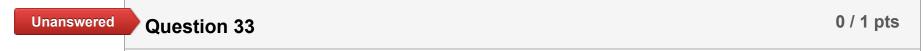
Unanswered	Question 28	0 / 1 pts
	Social media specialists should understand the creative possibilities of each medium.	
	O True	
Correct Answer	O False	

Unanswered	Question 29	0 / 1 pts
	Public relations is rarely part of a copywriter's job.	
	O True	
Correct Answer	O False	

Unanswered	Question 30	0 / 1 pts
	The creative process is a linear process that starts with the client and ends with production.	
Correct Answer	O True	
	O False	

Unanswered	Question 31	0 / 1 pts
Correct Answer	During the creative process, the copywriter can help by finding reference visuals.	
	O True	
	O False	

Unanswered	Question 32	0 / 1 pts
	Copywriters typically work alone.	
	O True	
Correct Answei	O False	
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	A web or interactive expert should be a whiz at HTML.
	O True
Correct Answe	r O False

Unanswered	Question 34	0 / 1 pts
Correct Answe	The study of consumer behavior includes sociology.	
	O True	
	O False	

Unanswered	Question 35	0 / 1 pts
-	Marketing professionals should understand the importance of presenting their work.	
Correct Answer	O True	
	O False	

Unanswered	Question 36	Not yet graded / 1 pts
	How is advertising able to challenge the status quo and engage in challenging c	onversations?
	Your Answer:	

Unanswered	Question 37 Not yet graded / 1 pts	
	Learning to navigate and control the creative process includes the art of selling. What does that mean in terms of who must be sold before your work can move into production? Your Answer:	
Unanswered	Question 38 Not yet graded / 1 pts People do not buy things. What does this mean for advertising?	
	Your Answer:	

Unanswered	Question 39	Not yet graded / 1 pts
	Explain the difference between a promotion director and a public relations writer	in the field of advertising.
	Your Answer:	
Unanswered	Question 40	Not yet graded / 1 pts
	Question 40	
	What are three things copywriters do, in addition to writing?	
	Your Answer:	
L		
Unanswered	Question 41	Not yet graded / 1 pts
	Why do Account Managers and Account Planners need to understand creativity	?
	Your Answer:	

Unanswered	Question 42	Not yet graded / 1 pts
	What are three things copywriters do, in addition to writing? Your Answer:	

Quiz Score: **0** out of 42