

Unnamed Quiz

⚠ 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	-	-

Preview

Score for this quiz: 0 out of 42 *

Submitted Mar 5 at 9:03am

This attempt took less than 1 minute.

Unanswered
Question 1
0 / 1 pts

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
- what role the coach or the creative director wants to play

Correct Answer

- the product frontward and backward, inside and out
- the art director is the copilot of the project
- what role the coach or the creative director wants to play

Unanswered
Question 2
0 / 1 pts

The Conceptual Age of advertising includes which of the following?

- social media
- straightforward copy
- digital content
- changing demographics

Correct Answer

Unanswered

Question 3

0 / 1 pts

Which of the following is a common job responsibility of a copywriter?

- print buying
- billing
- media buying
- new business

Correct Answer

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
- develop a new headline
- discover what worked and why
- put down the pencil and get the work digitized

Correct Answer

Unanswered

Question 5

0 / 1 pts

As a marketing professional, what is your primary focus?

- finding information your target audience wants to receive
- start with the concept
- creating unsolicited marketing messages
- to fine tune the message

Correct Answer

Unanswered

Question 6

0 / 1 pts

Which creative role is ideal for someone who likes a flexible schedule and a variety of clients?

- public relations writer
- social media specialist

Correct Answer

- freelance writer
- account planner

Unanswered

Question 7

0 / 1 pts

What does strategy, as it relates to creativity, refer to?

- the movement of ads through the production department
- a way of thinking that involves physical movement across space
- 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 _____.

- left-brained thinking
- flow

Correct Answer

- diversity
- creative strategy

Unanswered

Question 9

0 / 1 pts

The number one rule in advertising is _____.

Correct Answer

- advertising is a business
- creative directors are always right
- anyone can be creative with hard work
- 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
- comfort and security
- features and benefits
- things

Unanswered

Question 11

0 / 1 pts

Why do Account Managers need to learn about creative strategy?

Correct Answer

- They have to apply their mastery of digital media.
- Their primary job function is to write copy.
- They evaluate creative work.
- They evaluate market conditions.

Unanswered

Question 12

0 / 1 pts

Who is generally the coach of the creative team?

Correct Answer

- creative director
- web developer
- copywriter
- art director

Unanswered

Question 13

0 / 1 pts

Which of the following is the responsibility of the copywriter?

- app coding
- managing the creative director

Correct Answer

- doing research
- graphic design

Unanswered

Question 14

0 / 1 pts

What is the first step in the creative process?

- ideation
- getting the facts--doing research
- selling the creative director
- jotting out a rough ad and copy

Correct Answer

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.
- It is the preference of your creative director
- It helps to sell it to the client.

Correct Answer

- It is important to clarify creative concept.

Unanswered

Question 16

0 / 1 pts

How do you know if you've failed to sell the client?

Correct Answer

- 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

- social media specialist
- app coder
- account manager
- graphic designer

Unanswered

Question 18

0 / 1 pts

Which job involves daily monitoring, posting, and content development, along with some social media advertising?

Correct Answer

- internal advertising
- interactive expert
- social media specialist
- account planner

Unanswered

Question 19

0 / 1 pts

Which job is most likely to use strategic thinking (take a long view), including market and competitive analysis?

Correct Answer

- promotion director
- creative strategist
- video producer
- interactive expert

Unanswered

Question 20

0 / 1 pts

According to your text, individuals interested in creative work are likely seeking _____.

- sexism, racism, and dirty dealings
- freedom, fun, and finality
- ethics, excitement, and energy
- fame, fortune, and fun

Correct Answer

Unanswered

Question 21

0 / 1 pts

Which of the following feeds creativity?

- flow
- compromise
- diversity
- time

Correct Answer

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
- to have an ally when pitching to the client
- to challenge their creativity
- to confirm research

Correct Answer

Unanswered

Question 23

0 / 1 pts

What do consumers buy, according to advertisers?

services and goods

Correct Answer

satisfaction of their wants and needs

self-actualization

expensive products

Unanswered

Question 24

0 / 1 pts

Creativity can be taught.

True

Correct Answer

False

Unanswered

Question 25

0 / 1 pts

Having good ideas is more important than writing with style.

True

Correct Answer

False

Unanswered

Question 26

0 / 1 pts

The copywriter drives the creative process.

True

Correct Answer

False

Unanswered

Question 27

0 / 1 pts

Affiliation, according to Maslow, is about avoiding pain and discomfort.

True

Correct Answer

False

Unanswered

Question 28

0 / 1 pts

Social media specialists should understand the creative possibilities of each medium.

True

Correct Answer

False

Unanswered

Question 29

0 / 1 pts

Public relations is rarely part of a copywriter's job.

True

Correct Answer

False

Unanswered

Question 30

0 / 1 pts

The creative process is a linear process that starts with the client and ends with production.

True

Correct Answer

False

Unanswered

Question 31

0 / 1 pts

During the creative process, the copywriter can help by finding reference visuals.

True

Correct Answer

False

Unanswered

Question 32

0 / 1 pts

Copywriters typically work alone.

True

Correct Answer

False

Unanswered

Question 33

0 / 1 pts

A web or interactive expert should be a whiz at HTML.

True

Correct Answer

False

Unanswered

Question 34

0 / 1 pts

The study of consumer behavior includes sociology.

Correct Answer

True

False

Unanswered

Question 35

0 / 1 pts

Marketing professionals should understand the importance of presenting their work.

Correct Answer

True

False

Unanswered

Question 36

Not yet graded / 1 pts

How is advertising able to challenge the status quo and engage in challenging conversations?

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

What are three things copywriters do, in addition to writing?

Your Answer:

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