Preview

Unnamed Quiz

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

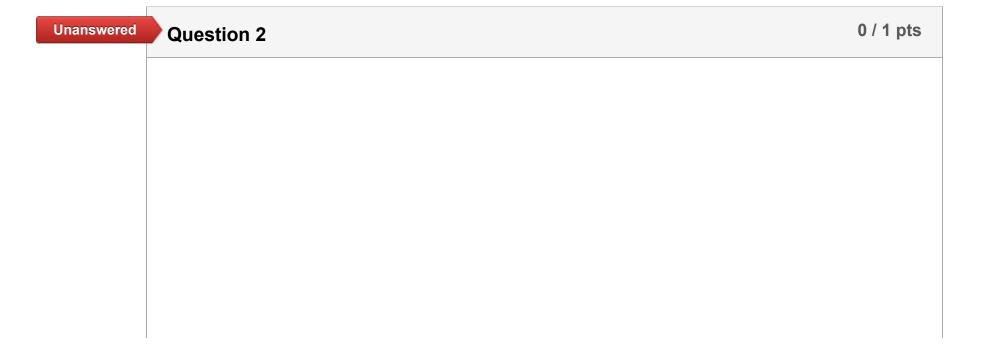
| Quiz Type | Graded Quiz |
|------------------------|---------------|
| Points | 42 |
| Assignment Group | Assignments |
| Shuffle Answers | No |
| Time Limit | No Time Limit |
| Multiple Attempts | No |
| View Responses | Always |
| Show Correct Answers | Immediately |
| One Question at a Time | No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

| 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 | |
| | | |

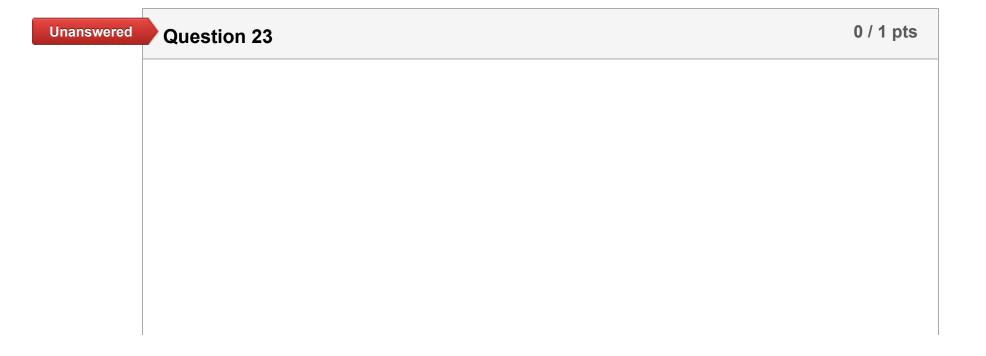
| Unanswered | Question 18 | 0 / 1 pts |
|----------------|--|-----------|
| | Which job involves daily monitoring, posting, and content development, along with some social m advertising? | nedia |
| | ○ internal advertising | |
| | O interactive expert | |
| Correct Answer | o social media specialist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

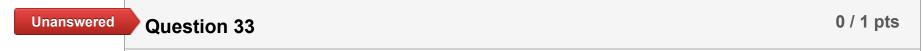
| Unanswered | Question 28 | 0 / 1 pts |
|----------------|---|-----------|
| | Social media specialists should understand the creative possibilities of each medium. | |
| | O True | |
| Correct Answer | O False | |

| 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 | |
| L. | | |



| | 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