

**MBA-ACM**

**COMPREHENSIVE EXAM TOPICS**

**September 12, 2009**

1. The role of advertising in a free economy, and its place in the media of mass communications
2. Advertising appeals, product and market research, selection of media, testing of advertising effectiveness
3. Theoretical foundations and the process of developing advertising and promotional strategy
4. Methods of utilizing research data for developing and evaluating advertising strategy
5. The acquisition, evaluation and analysis of information for advertising decision making.
6. The problems, techniques and strategy of buying advertising space and time effectively and economically in newspapers, magazines, radio, television and outdoor media
7. Account servicing from multiple points of reference, such as agency, client and media
8. Developing a communication plan that integrates all elements of the promotional mix
9. Planning, developing and executing integrated marketing communications programs using the tools of advertising, direct marketing, sales promotion, public relations, special events marketing, online advertising, and personal selling
10. Preparing a general advertising campaign with emphasis on production methods, costs, research and media analysis.

**Comprehensive Exam Schedule**

Case Study	9:00 – 12:00 am
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**Note:** List of eligible candidates will be uploaded on website after September 03, 2009.