# **Module 1 Study Guide - Learning Objectives**

***Please read the study guide (learning objectives) before completing the reading for each module. This will help you focus on the most important concepts in each module.***

1. Recognize the difference between marketing and advertising and discuss what role advertising plays in marketing.
2. Differentiate between 4Ps (marketing mix strategies).
3. Differentiate between promotional push and pull strategies.
4. Recognize different types of advertising agencies.
5. Recognize different advertising jobs.
6. Differentiate between different regulatory agencies and their roles in overlooking advertising.
7. Define branding.
8. Identify characteristics of a successful branding strategy.
9. Discuss how consumers benefit from branding.
10. Differentiate between advertising, communication, and marketing goals.
11. Analyze the competitive situation (situation analysis).
12. Develop advertising and communication objectives for a campaign.