# **Module 3 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. Differentiate between various budgeting methods:
   1. Top-down methods:
      1. Industry averages
      2. Percentage of sales
   2. Bottom-up techniques:
      1. Objective-task method
      2. Stage-based spending
2. Define:
   1. Exposure
   2. Impressions
3. Recognize different types of media scheduling and their advantages and disadvantages:
   1. Pulsing
   2. Continuity
   3. Flighting
4. Select an appropriate media scheduling campaign for a campaign.
5. Define share of voice
6. Define ROI (return on investment)
7. Define:
   1. Cost-per-thousand
   2. Gross rating points
   3. Circulation
   4. Frequency
   5. Reach
8. Create a budget for a campaign.