# **Module 4 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 advertising, public relations, direct marketing, sponsorships, and personal selling.
2. Discuss the three functions of advertising:
   1. Informative
   2. Persuasive
   3. Reminder
3. Recognize the advantages and disadvantages of different advertising media.
4. Discuss the purpose of public relations.
5. Recognize various public relations techniques.
6. Define and recognize examples of sales promotion techniques.
7. Select sales promotion techniques appropriate for various sales promotion goals.
8. Define personal selling and recognize when it is advised to use it.
9. Recognize the advantages and disadvantages of advertising, public relations, direct marketing, sponsorships, and personal selling.
10. Select appropriate Media Mix for a campaign.
11. Make informed media buying decisions while managing the campaign budget.