# **Module 6 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 elements of the communication model.
2. Differentiate between the traditional and the new communications model.
3. Identify and define different elements of an ad:
   1. Subhead
   2. Call to action
   3. Body copy
   4. Visual
   5. Heading
4. Define and differentiate between a simile and a metaphor.
5. Define:
   1. Source credibility
   2. Source likeability
   3. Q-score
   4. Match-up hypothesis
6. Select appropriate source strategy/effect for different types of products.
7. Differentiate between relevance and resonance.
8. Differentiate between two-sided and one-sided messages.
9. Differentiate between various advertising appeals and recognize when it is appropriate to use them:
   1. Popularity appeal
   2. Informational appeal
   3. Logical appeal
   4. Scientific appeal
   5. Emotional appeals
   6. Sex appeal
   7. Humorous appeal
   8. Slice-of life message strategy
10. Differentiate between recall and recognition.
11. Differentiate between pre-testing and post-testing.
12. Define copy testing.
13. Develop a creative strategy.
14. Analyze the effectiveness of various advertising appeals and message strategies.