# **Module 7 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. Define regression analysis.
2. Define and interpret ROI
3. Recognize the most and least expensive radio ad time (one that has the most listeners).
4. Differentiate between:
   1. CPM (cost-per-thousand)
   2. CPC (cost-per-click)
5. Recognize when we use the Starch test in advertising and what are the scores we use in this test (noted, associated, and read most)
6. Recognize the key principles that increase a print ad’s impact on the reader.
7. Differentiate between site traffic and conversions.
8. Differentiate between product impressions and click-through rates.
9. Define look-to-click rate.