

109 Marketing, Advertising and Public Relations Study Questions

1. What are the components of a good Marketing Plan?
2. Identify some Marketing objectives when a new venue opens.
3. What are the benefits and limitations of Advertising?
4. In Public Relations, what is the RACE formula?
5. How should you identify the different social media applications that might be useful to your venue marketing?
6. Emailing is a popular form of target marketing – what are the advantages/disadvantages?
7. Who is the spokesperson for the venue?
8. What are the different forms of advertising?
9. What impact can good Public Relations have on the venue or venue manager's credibility?