

## Public Relations Practices/Fall 2008

### STUDY GUIDE FOR MIDTERM EXAM ON THURSDAY, OCT. 16

The test will cover material from Chapters 5-8 in your textbook. All questions will be taken from material in this study guide. The test will consist of multiple choice questions, true/false questions, short answer questions and terms/definitions (you are given the term, then you define).

Be sure to also review the posted PowerPoints for these chapters, and the quizzes we've had (also posted with answers).

#### CHAPTER 5, "RESEARCH"

- Understand Definition and Importance of Research (page 128)
- Review Using Research--10 ways research can be used (pages 128-130)
- Understand meanings of and differences between "primary" and "secondary" research and examples of each(p. 130)
- Understand the differences between "quantitative" and "qualitative" research (p. 130 and Table 5.1 on p. 132—especially examples of each)
- What's meant by "archival research"? (p. 132)
- Focus Groups—what they are and what they do (pages 137-8)
- Ethnographic Techniques (p. 139)
- Review "Sample Size" regarding sample size for national polls (page 141)
- Questionnaire "loaded" or "biased" questions—what are meant by these? (p. 142)
- Review Questionnaire Guidelines (page 144)

#### CHAPTER 6, "PROGRAM PLANNING"

- This part also known as "Action" (p. 151)
- Review The Value of Planning (page 151)
- The Eight Elements of a Program Plan—know these in order (p. 155)
- Review specifics of the Eight Elements of a Program Plan (p. 155-167)
- Review PR Casebook: "Sunkist Turns Lemons Into Lemonade..." (p. 156-7)

#### CHAPTER 7, "COMMUNICATION"

- This part also known as "Execution" (p. 171)
- The goals of the communication process: to inform, persuade, motivate, or achieve mutual understanding (p. 171)
- Strategies/tactics to execute the plan: news releases, special events, etc. (p. 171)
- Grunig's "Five Possible Objectives for a Communicator" (p. 171-2)
- Hallahan's "Integrated PR Media Model"—understand what public media, controlled media are/what each is about (Table 7.1, p. 172)
- Review "Understanding the Message" (p. 181-3) especially parts about:
  - Use of symbols, acronyms, and slogans
  - Avoiding jargon
  - Avoiding clichés and hype words
  - Avoiding euphemisms
  - Avoiding discriminatory language

- Review the “Five-Stage Adoption Process” (p. 185)
- Review “Word-of-Mouth” Campaigns (p. 187-8)
- Review “Five Levels of Innovation Adoption”--innovators, laggards, etc. (p.187)
- Review “Unethical Word-of-Mouth” Campaigns (see Word-of-Mouth Marketing Association website at: <http://womma.org/wom101/06/>)
- Be familiar with negative WOM practices such as “stealth marketing,” “shilling,” “infiltration” etc. (from the above website)

## CHAPTER 8, “EVALUATION”

- Evaluation defined: “The measurement of results against established objectives set during the planning process” (page 194)
- Review the Checklist of Basic Evaluation Questions (page 195)
- Review different measurement ways (define and know pros/cons each: (p.196-200)
  - Production
  - Message Exposure/Compilation
  - Media Impressions
  - Internet Hits
  - Advertising Equivalency
  - Baseline or benchmark studies (p. 205)
  - Day-after recall (p. 205)
- Purpose of Communication Audits (p. 208)
- Cougar basketball advertising equivalency study (class Oct. 9)

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