

Course “The importance of marketing and social branding in tourism destinations”

Self-assessment on Section 2 – Promotion and storytelling

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- 1. In communication, the AIDA model detects:**
 - Expectations, interests, documents, activities
 - Attention, interest, desire, action
 - Expectation, interaction, dialogue, setting
- 2. Guerrilla marketing is:**
 - An aggressive and illegal trading technique
 - The branch of marketing that deals with geopolitical contexts
 - Set of unconventional promotion techniques (below the line)
- 3. In communication, noise is:**
 - An acoustic disturbance factor
 - A disturbing factor that can become a resource
 - A mistake to avoid
- 4. In destination branding, sub-brands are part of which strategy?**
 - Differentiation
 - Diversification
 - No strategy
- 5. In advertising we can work on the following expected effects:**
 - Rational/cognitive, emotional/affective, behavioural/conative
 - Rational/cognitive, emotional/affective
 - Only emotional/affective
- 6. The country of origin effect is:**
 - The effect that the geographical origins of consumers has on their behaviour
 - The commercial negotiation power of a country in comparison with other countries
 - The effect that the location of businesses/products in a certain place has on consumer behaviour
- 7. The digital communication ecosystem is:**
 - A set of digital tools and platforms to be connect and collaborate directly with anyone else in the network
 - A set of digital tools and platforms to promote a product
 - A set of digital tools and platforms to be sold on the market
- 8. In funnel marketing, the word “funnel” stands for:**
 - A funnel model that analyzes all the steps of customer loyalty programs
 - A funnel model that analyzes all the steps of the conversion of customers into brand ambassadors
 - A funnel model that analyzes all the steps of the conversion of users into customers
- 9. In marketing communication what is the above the line about?**
 - A technique adopting traditional marketing channels to reach a mass audience
 - A short-term technique following a push strategy, also using non-conventional communication techniques, such as guerrilla marketing
 - An advertising strategy crossing the “line” in upselling promotion

10. Gamification is:

- The use of game-design elements within game contexts
- The use of game-design elements within non-game contexts
- The set of techniques to sell games to different audiences



Answers:

1. Attention, interest, desire, action
2. Set of unconventional promotion techniques (below the line)
3. A disturbing factor that can become a resource
4. Diversification
5. Rational/cognitive, emotional/affective, behavioural/conative
6. The effect that the location of businesses/products in a certain place has on consumer behaviour
7. A set of digital tools and platforms to be connect and collaborate directly with anyone else in the network
8. A funnel model that analyzes all the steps of the conversion of users into customers
9. A technique adopting traditional marketing channels to reach a mass audience
10. The use of game-design elements within non-game contexts