**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

| 1. | \_\_\_T\_\_\_\_ | Trends impact a business’s ability to generate revenue. |
| --- | --- | --- |
| 2. | \_\_\_T\_\_\_\_ | Including people of all ages, abilities, genders, ethnicities, and other demographic groups in advertisements is important to consumers, and businesses and brands are responding accordingly. |
| 3. | \_\_\_F\_\_\_ | Only businesses in certain industries monitor shifts in consumer preferences and behaviors. |
| 4. | \_\_\_F\_\_\_\_ | Brands using the metaverse to connect with consumers represents an example of nostalgia marketing. |
| 5. | \_\_\_T\_\_\_\_ | Branded merchandise is a unique marketing strategy that seeks to engage consumers and build brand loyalty. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_D\_\_\_1. Shifts in industry trends could include:

a. Customer buying patterns b. Effective marketing techniques

c. New technology d. All of the above

\_\_\_\_B\_\_\_ 2. Which of the following is not a current marketing trend?

a. Branded merchandise collections b. Avoiding local media and ad channels

c. Nostalgia marketing d. Diversity and Inclusion

\_\_\_\_C\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is when two or more businesses partner to produce a product or service in which both parties   
 mutually benefit.

a. Brand rivalry b. Branded merchandise

c. Brand collaboration d. Nostalgia marketing

\_\_\_\_A\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_ is when brands go after rival brands as part of an advertising campaign, often played out on social media.

a. Brand rivalry b. Brand collaboration

c. Branded merchandise d. Brand loyalty

\_\_\_D\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a current trend where a business or brand opens a short-term sales space, often launched as a promotional tool to create awareness and build interest for new products.

a. Retailing b. Pop shop

c. Pop socket d. Pop-up

## SHORT ANSWER (2 questions)

1. What is experiential marketing?

Student answers may vary.

Experiential marketing is a strategy that directly engages consumers in a way that they participate in a branded experience. This could include pop-up stores, experiences offered at spectator events, or virtual and augmented reality experiences where consumers are provided opportunities to interact with the brand in a virtual “hands-on” manner. Because it has proven to be an effective means of engaging consumers, experiential marketing is growing at a significant rate.

A pop-up refers to the concept of opening a short-term sales space, often launched as a promotional tool to create awareness and build interest for new products. Pop-ups are typically only open from a few days to several months and provide opportunities for consumers to interact physically with a product and provide a less expensive alternative to retail because a business does not commit to a long-term lease.

2. What is seasonality?

Student answers will vary.

Seasonality refers to periods of the calendar year where certain products and services generate higher levels of consumer demand. These “seasons” influence sales and revenue for some companies and impact how those brands create business and marketing plans.

Examples of business and marketing seasons:

* Holidays
* True seasons (Spring, Summer, Fall, Winter)
* Wedding season
* Back-to-School
* Peak travel season (August)