

Name: _____ Date: _____



Chapter 4 Review

Test Your Knowledge

Instructions

Answer each of the questions below in the space provided.

1. What is an integrated marketing approach and how does social media marketing fit into it to promote brand/company awareness?
2. What are the elements required to develop a social media marketing plan?
3. Why do marketers create a social media marketing plan?

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8. What are external factors influencing marketing?