



UNIVERSIDAD TECNOLÓGICA DE PANAMÁ  
FACULTAD DE CIENCIAS & TECNOLOGIA  
COMUNICACIÓN EJECUTIVA BILINGÜE  
MARKETING AND ADVERTISING 8606



**SECOND MIDTERM EVALUATION 2019**

**Presentation guidelines:**

1. Executive Summary
2. Setting Aims and Objectives
3. Strategic Marketing Planning
  - a. SWOT Analysis
    - i. Internal and external factors
  - b. Consumer Decision Making Process
    - i. What factors influence the consumer decision making
  - c. Segmenting and Targeting Markets
    - i. Definition of the target market
      1. Geographic
      2. Demographic
      3. Psychographic
    - ii. Hierarchy pyramid of needs
4. Advertising concept:
  - a. Unique selling proposition
  - b. Brand Wheel Definition
  - c. Elaboration Likelihood Model
5. Advertising :
  - a. Brand Archetypes
  - b. Communication Model
  - c. Visual Representations Examples

**GUIDELINES**

**Presentation Format:** A printed document is required.

**Work Format:** Groups of 4 students.

**Due dateline:** Nov 13<sup>th</sup>, 2019