

1. Describe buzz marketing and explain the ethical issues that arise because of buzz marketing.

Buzz marketing is any type of marketing that is communicated through word-of-mouth and is viewed as authentic by customers. One of the ethical issues related to buzz marketing is marketing activities that deceive customers. This can be done by putting customers in charge of their own message without knowing it. Directing marketing towards children and teens is another because they are easy to convince. The third ethical issue is marketing activities that damage property by encouraging consumers to do this directly. This can be done through vandalism or direct damage to any property. The final ethical issue is stealth marketing activities that deceive or lie on behalf of clients.

2. List and describe the steps in developing the promotional plan.

1. *Identify target audience:* Here, you have to decide the intended customer and who you will focus on the most when communicating your product.
2. *Establish communication objectives:* During this step, you move through a series of steps called the hierarchy of effects in order to move from initial awareness of a product to brand loyalty.
3. *Determine and allocate marketing communication budget:* During this step, you are deciding whether or not to choose a push or a pull strategy. You choose the specific promotion activities in which you will spend your money.
4. *Design promotion mix:* In this step, you decide the specific promotional tools that will be used, what message you would like to communicate, and the channel through which this message will be displayed.
5. *Evaluate the effectiveness of the communication program:* In this step, marketers look at their communication program and determine what worked and what did not. They analyze and compare the performance of the program to assess their objectives.