ICT332 Self-Study Questions  
Week 7  
(Ref: Chapter 8, E-Commerce by Laudon & Traver)

[Submit answers to the following questions as one of the weekly self-study exercises.]

End of Chapter Questions

1. Explain the difference between marketing and marketing communications.

2. Explain the difference between branding communications and sales/promotional communications.

4. What kinds of products are most suited to being advertised online?

5. What is the difference between an interstitial ad and a superstitial ad?

6. What are some of the reasons for the decline in click-through rates on banner ads today? How can banner ads be made more effective?

8. There is some controversy surrounding paid placements on search engines. What are some of the issues surround paid placement search engines? Why might consumers object to this practice?

10. Why is offline advertising still important?

11. What is the difference between hits and page views? Why are these not the best measurements of Web traffic? Which is the preferred metric for traffic counts?

14. What are some of the steps a firm can take to optimize its search engine rankings?

15. List and describe some Web site design features that impact online purchasing.

Projects
3. Do a search for a product of your choice on at least three of the search engines listed in Table 8.9. Examine the results page carefully. Can you discern which results, if any, are a result of a paid placement? If so, how did you determine this? What other marketing communications related to your search appear on the page?

4. Examine the use of rich media in advertising. Find and describe at least two examples of advertising using streaming video, sound or other rich media technologies (Hint: Check the sites of Internet advertising agencies for case studies or examples of their work). What are the advantages and/or disadvantages of this kind of advertising? Prepare a short 3-to-5 report on your findings.