

Speed

[MAC424] A global advert identifies its sponsor
Sponsor

[MAC424] Pick out the odd option
Plan

[MAC424] _____ is any paid means used to present an advert to its target audience.
Advertising medium

[MAC424] The word advertising comes from the Latin word _____
Advertere

[MAC424] International Advertising is used to stimulate research activities.
TRUE_

[MAC424] International Advertising can be very cost effective.
TRUE_

[MAC424] The following are importances of International Advertising except.
None of the above

[MAC424] Global advertising reaches its target audience through _____
International Mass Media

[MAC424] The beginnings of global advertising can be traced back to the end of _____
World War II

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