

Promotion objectives should be...number of criterion
Seven

Frequency in advertising means
Number of time an advert is delivered

The following are examples of advertising tools, except;
Trading stamps

...are often established for each salesmen, customer type, sales territory, and
product for the planning period.
Profit Objectives

...divided advertising objectives into four stages of commercial communication.
Colley

Promotion serves all of the following roles, except;
Trades

Communications objectives serve ...number of functions.
Four

...is known to provide a voice for the firm in the marketplace.
Promotion

...goals are set, in order to measure advertising.
Communication

...is the main message the advertiser wishes to communicate.
Theme