

It is not a major reason for evaluation and control a firm's promotional efforts
To improve on promotion knowledge and skills

The following are roles of advertising, except;
Market research

It refers to the size of the audience that has seen or heard the advert.
Reach

Some social critics opine that promotion managers should henceforth emphasize improvement in quality instead of quantity of goods possessed by a consumer.
quality of goods

The ethics of marketing motivates a marketer to habitually demonstrate an integrated sense of personal and social values.
personal convictions

In most small firms, the owner/manager rather than apply marketing research to identify customers' needs and wants, settles for intuition due to limited expertise and resources.
intuition

Determining standards of performance, measuring actual performance against these standards, and taking any necessary corrective action is a marketing control process.

It is excluded from the set of measures used to control promotional activities
Identification of competitors' production standards

Consumerism is concerned with protecting the consumer from unethical, deceptive or harmful business practices.

Consumer Advisory Council in 1962 for consumers excludes the right to be misinformed.