Marketing 235
Applications Chart for Principles of Advertising

Name: _____

CONCEPT/ TECHNIQUE	READ and/or DISCUSSED (time spent each occurrence)	ATTEMPTED APPLICATIONS (minutes each trial)
Brainstorming		
Copy Testing		
"The close"		
Decomposition		
Delphi		
Diffusion of Innovations		
Experimentation		
Expert Systems		
Focus Group		
Gatekeepers		
Marginal Analysis		
Monitoring		
Non-Directive Interviewing		
Objectives		
Opinion Leaders		
Parallel Processing		
Role Playing		
Second Solution		
Stakeholder Analysis		
Survey Research		
Systems Approach		
Time Line		
Two-Step-Flow		
Other (specify)...		