**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Publication Marketing Quiz**

*Directions: Complete the following questions about publication marketing. Each question is worth one point unless otherwise noted. (20 points total)*

1. Explain how scarcity, preferences, and incentives affect school publications. (6 points, 2 points each)

2. Explain how each of the following marketing strategies can be used to brand and market a publication. (10 points total, 2 points each)

* Crowdsourcing
* Focus groups
* A “blitz” strategy for sales
* Theme
* Interview business card

3. What is the difference between advertising and fundraising? How can both be used to fund a publication? (4 points)