

CONCEPT CARDS

This strategy is best suited for classes that emphasize vocabulary—such as psychology, sociology, and science.

GENERAL SUGGESTIONS:

- Always record information in your own words. Never copy a sentence directly from your text
- Include examples so they can help you understand
- Neatly list information that needs to be learned
- Continually shuffle the cards to avoid learning them in sequence
- Take out the cards you know until your final review
- The content for any of these five methods should come from:
 - Ideas your professor emphasized in lectures
 - Your underlining and annotating of the textbook
 - Key vocab/concepts that have been italicized, included in chapter summaries or chapter introductions, or written in boldface print in chapter headings
 - Handouts or study guides the professor provided
 - Questions/problems at the end of the chapter

3 Types of Advertising

1. **Elective advertising** promotes the sale of brand name products

Ex. Bayer Aspirin

2. **Primary demand advertising** promotes a product but not a specific brand. Ex: Florida oranges, but not a specific brand of frozen or bottled orange juice

3. **Institutional advertising** promotes good will toward the advertiser. Ex: oil company advertises what it is doing to keep fuel cost low.