

# CONCEPT CARDS

Concept cards are a powerful tool for learning and retaining vocabulary and concepts, particularly in subjects like psychology, sociology and science.

## General Suggestions:

- Always record information in your own words. Never copy a sentence directly from your text
- Include examples to 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

Remember to truly test yourself. See if you can internalize the information and recall answers from memory rather than referencing the materials. Forgetting is part of learning, just get that out of the way before test time!

[Side 1 of Card]

## 3 Types of Advertising

[Side 2 of Card]

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.

Visit THINK TANK for more ideas for using concept cards and other study strategies. Email [thinktank@email.arizona.edu](mailto:thinktank@email.arizona.edu) or call the front desk at 520-626-0530 for assistance.