

Reading summary essay

[Business](#), [Marketing](#)



Reference: Kotler, P., & Lee, N. (2007). Marketing in the public sector: A roadmap for improved performance. Upper Saddle River, N. J: Wharton School Pub.

Theme: Communicating effectively with key publics by informing, influencing, and serving the citizens.

Summary:

- Communication channels provide high performance among practicing practitioners and collaborative teams in action.
- Marketing communications are used to inform, educate and often, persuade a target market about a desired behavior.
- Promotion is the fourth “ p” used to mean persuasive communication.
- Communication decisions will impact on decisions regarding evaluation, budget and implementation plan.
- Communication enables the marketer to communicate facts and information to the target audience.
- Brand personality enables developing and selection of effective messages, usually established and understood by those involved in their development.
- There are three important factors in considering a messenger: perceived expertise, trustworthiness, and likeability.
- In choosing a messenger, one can use a spokesperson, be the sole sponsor, include partners or create a character.
- Major types of communication channels include: advertising, public relations, specific events, direct marketing, printed material, special promotional items, signage and display, personal communication channels, and popular media.

- The message can appear on donated billboards and transit displays, press conferences, on web sites, in brochures and newsletters, and road signs.
- When selecting communication channels choose ones that: support communication goals and objectives, allocate funds based on budget realities, match media to target audience behavior and character, look for uncluttered channels, and strives for an integrated approach.

Other reading

Reference: Kotler, P. (1986). Principles of marketing. Englewood Cliffs, N. J: Prentice-Hall.

Application: Use of effective communication channels can act as a roadmap for improved performance in the public sector.

Summary:

- Marketers need to know how to get a large share of consumers' attention through communication.
- They apply attention-getting approaches such as high profiled athletes, free offers through the media and questions or statements through brochures and journals, to get customers attention.
- Companies' communication effort should comprise of programs that are coordinated and consistent communication for an improved performance in the public sector.
- The integration of communications in marketing provides a channel to deliver a clear, consistent, and compelling message about the organization and its product to the general public.
- It is a process that involves identifying the market that the organization intends to capture target audience and creating a well-coordinated

promotional program to obtain the desired audience response.

References

Kotler, P., & Lee, N. (2007). Marketing in the public sector: A roadmap for improved performance. Upper Saddle River, N. J: Wharton School Pub.

Kotler, P. (1986). Principles of marketing. Englewood Cliffs, N. J: Prentice-Hall.