

Marketing assignment

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A promotional mix is the term used to describe a business's total marketing communications program. KEY POINTS communications program. It specifies how much attention to pay to each of the five promotion subcategories, and how much money to budget for each. Advertising - Presentation and promotion of ideas, goods, or services by an identified sponsor. Personal selling - A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an relationships.

Sales promotion - Media and non-media racketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Public relations (Publicity) - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. Direct Marketing is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer.

Corporate image may also be considered as the sixth aspect of promotion mix. The Image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are less willing to buy a product from this company as they would have been, if the company had a good image. Sponsorship is sometimes added as an seventh aspect. TERMS Promotion advancement of an employee's rank or position in an organizational hierarchy system. Marketing promotion, distribution and selling of a product or service; includes market research and advertising. dvertisingcommunication whose purpose is to influence potential customers

about products and services. Sponsorship aid or support provided by a sponsor; backing or patronage. Valetudinarianism or other activity designed to rouse public interest in something. Direct Americanization that reaches customers by communications directly addressed to the customer.

EXAMPLES Examples of advertising include: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails. Always in Paid Form non personal) Examples of personal selling include: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone. Examples of sales promotion include: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions. Examples of publicity include: Newspaper and magazine articles/reports, TV's and radio presentations, charitable contributions, speeches, issue advertising, and seminars.

Direct marketing includes advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising. Give us feedback on this content: Edit this content directly A promotional mix is the term used to describe a business's total marketing promotion subcategories, and how much money to budget for each. The five main aspects of a promotional mix are: Advertising – Presentation and promotion of ideas, goods, or services by an identified sponsor.

Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails. (Always in Paid Form non personal) arches a good or service or to act on any idea through the use of an oral presentation.

Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone.

Sales promotion - Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples:

Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions. Public

relations (Publicity) - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media.

Examples: Newspaper and magazine articles/reports, TV's and radio presentations, charitable contributions, speeches, issue advertising, and seminars. Direct Marketing is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog striation, promotional letters, and outdoor advertising. Corporate image Corporate image may also be considered as the sixth aspect of promotion mix.

The Image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are less willing to buy a product from this company as they would have been, if the company had a good image.

Sponsorship is sometimes added as an seventh aspect. KEY TERM GLOSSARY

Consumer Someone who acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing. The consumer is the one who pays to ensure the goods and services produced.

As such, consumers play a vital role in the economic system of a nation.

In the absence of their effective demand, the producers would lack a key motivation to produce, which is to sell to consumers. **Intermediary** An intermediary (or go-between) is a third party that offers intermediation services between two trading parties. The intermediary acts as a conduit for goods or services offered by a supplier to a consumer. Is a third party that offers services between two trading parties. The intermediary acts as a conduit for goods or services offered by a applier to a consumer.

Typically the intermediary offers some added value to the transaction that may not be possible by direct trading. **Market** A group of potential customers for one's product. One of the many varieties of systems, institutions, procedures, social relations and infrastructures whereby parties engage in exchange. **Public relations** Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public. Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public. E practice of managing the flow of information between an individual or an organization and the public **Budget** An itemized summary of intended

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expenditure; usually coupled with expected revenue. The amount of money or resources earmarked for a particular institution, activity, or time-frame. An itemized summary of intended expenditure, usually coupled with expected revenue. Communication The concept or state of exchanging information between entities. An instance of information transfer; a conversation or discourse the concept or state of exchanging data or information between entities Corporate

An incorporated entity is a separate legal entity that has been incorporated through a legislative or registration process established through legislation.

Corporate image A corporate image refers to how a business is perceived. It is a generally accepted notion or image of what a company stands for.

Coupon Any interest payment made or due on a bond, debenture or similar (no longer by a physical coupon). Any interest payment made or due on a bond, debenture, or similar. Demand The desire to purchase goods or services, coupled with the power to do so, at a particular price.

The desire to purchase goods and services. Distribution The process by which goods get to final consumers over a geographical market, including storing, selling, shipping, and advertising. The set of relative likelihoods that a variable will have a value in a given interval A probability distribution; the set of relative likelihoods that a variable will have a value in a given interval.

Good an object produced for market Incentive Something that motivates, rouses, or encourages. It is used to motivate employees for better performance by providing financial rewards.

Something that motivates, rouses, or encourages; an anticipated reward or aversive event available in the environment. Something that motivates an individual to perform an action. Media A figure, diagram, or image that creates a visual association to the atom title and/or illustrates a key concept covered in the atom The Journalists and other professionals who comprise the mass communication industry. Means and institutions for publishing and broadcasting information. General term for different types of materials.

In communications, media (singular medium) are the storage and remission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose. The mass media are all those media technologies that are intended to reach a large audience by mass communication. In communications, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data.

Money a generally accepted means of exchange and measure of value A generally accepted means of exchange and measure of value. Personal selling the use of individual interaction with the potential customer to convince them to purchase a product the act of using people to sell products to consumers face-to-face Presentation A lecture or speech given in front of an audience. Process A series of events to produce a result, especially as contrasted to product. In reference to capabilities, a process is how the capability is executed. An outgrowth of tissue or cell.

Product Any tangible or intangible good or service that is a result of a process and that is intended for delivery to a customer or end user. A chemical substance formed as a result of a chemical reaction Anything, either tangible or intangible, offered by the firm as a solution to the needs and wants of the consumer; something that is profitable or potentially profitable; goods or a service that meets the requirements of the various governing offices or society. Prospect The potential things that may come to pass, often favorable.

A potential customer Sales promotion when media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability media and non-media marketing communication employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability Sample A subset of a population selected for measurement, observation or questioning, to provide statistical information about the population.