

Questions: marketing communication process assignment

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Marketing Communication Process BY cheeped How does advertising differ from public relations activities? Public relations requires very different skills and is usually performed by professionals in PR firms, whereas advertising is performed by ad agency people. Advertisers must understand the importance of PR. In the marketing communication process, what are the various dimensions of the source, the message, and the receiver? In the marketing communication process, sales people can give a personalized pitch to potential consumers. Advertisers can create ads for potential consumers.

The ads can attempt to sell the product itself, the product's reputation, or the company's philosophy. What is meant by noise and how might it affect an advertiser's efforts? Noise is anything that interferes with the sponsor's message. It can keep advertisers from knowing if their message is received, or it can keep their message from being interpreted in a positive way. What are the three major functional areas of business? Which function is closely related to advertising? The three major functional areas of business are operations, finance and administration, and marketing. Marketing is the function most closely related to advertising.

In addition to consumer advertising, what specific form of business advertising would a pharmaceutical company likely employ? Pharmaceutical companies would likely employ business advertising as well, in a sense. They market to doctors who can then upsell their drugs to consumers. What are the four elements that compose a company's marketing strategy and how do they affect the type of advertising a company uses? The four elements that compose a company's marketing strategy are target audience, geographic
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area, medium, and purpose. Aspects such as the age of the target audience may affect what medium is used.

Older generations may be marketed to through newspapers, while younger generations are marketed to online. Geographic location may affect medium as well; advertisers in New York or other areas that use a lot of public transportation may market through ads on subways or buses. What is the purpose of awareness advertising? Awareness advertising is used to create an image for a product and to position it competitively with the goal of getting readers or viewers to select the brand next time they shop. It is more consumer-centric. It feels more personal to consumers and allows companies to establish a relationship with consumers.