



Promotion

FSBN 106 Marketing 1

The Marketing Communication Mix

- Advertising
- Sales Promotion
- Public Relations
- Direct Marketing
- Personal Selling

Integrated Marketing Communications

- The Changing Communication Environment
- The Need for Integrated Marketing Communications

Communication Process

- Sender
- Encoding
- Message
- Media
- Decoding
- Receiver
- Response
- Feedback
- Noise

Steps in Developing Effective Communication

- Identifying the Target Audience
- Determining the Communication Objectives
 - Awareness
 - Knowledge
 - Liking
 - Preference
 - Conviction
 - Purchase

Steps in Developing Effective Communication (cont)

- Designing a Message
 - Message Content
 - Message Structure
 - Message Format
- Choosing the Media
 - Personal Communication Channels
 - Non-personal Communication Channels
- Selecting the Message Source
- Collecting Feedback

Setting the Total Promotion Budget and Mix

- Setting the Total Promotion Budget
 - Affordable Method
 - Percentage-of-Sales Method
 - Competitive-Parity Method
 - Objective-and-Task Method

Setting the Total Promotion Budget and Mix

- Setting the Overall Communication Mix
 - The Nature of Each Promotion Tool
 - Advertising
 - Sales Promotion
 - Public Relations
 - Direct Marketing
 - Promotion Mix Strategies
 - Push and Pull Strategies

Reference

- Principle of Marketing by Philip Kotler and Gary Armstrong -11th Edition, Pearson Education.