

ADVERTISING AND SALES PROMOTION MANAGEMENT- LECTURE 1

Marketing

-Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customer, client partners and society at large.

- Marketing is an application of exchange theory
- Two or more parties with something of value
- Desire & ability to provide value = marketing mix
- Way to communicate with one another = Advertising, Also known as Integrated Marketing Communication

Product

-Product-Physical good, service, cause, idea, or person

- Attributes/Benefits = consumer sees value
- Ads = functional, performance, experiential benefit claims.
- Brand Identity = consumer knows the brand
- Brand Equity = consumer responds to brand
- Intangible asset due to favourable image, impressions of differentiation, strength of attachment toward brand.

Integrated Marketing Communication

- Promotional planners decide which IMC program optimally achieves the objectives to resolve issue.
- Advertising
- Sales Promotion
- Public Relations
- Sponsorship/Events
- Direct Marketing
 - o Each have direct and indirect costs

Advertising

- Paid form of non-personal communication about an organization, good, service, or idea by an identified sponsor.
 - o Non-personal implies message is delivered by media to transmit message.
 - o Paid implies time or space is bought from a media company.
 - § Exceptions include items like brochures where media is not required, but production or other costs exist.

Examples of Advertising Categories/ Group

Advertising And Sales Promotion Management Notes

S Ashworth



Advertising And Sales Promotion Management Notes:

Advertising Management Batra,2009 **Sales Promotion Management** John A. Quelch,1989 Promotion Management and Marketing Communications Terence A. Shimp,M. Wayne DeLozier,1986 Advertisement And Sales Promotion. Dr. Saibal Roy, New Edition CBCS of present Advertising sales promotion by various Institution university in India Starting with Introduction The globalisation and liberatisation process has changed the environment in which a sales promotion has to discharge his function Hence understanding at the Advertising sales promotion and aequisition at ability and mastery to apply them in day to day operation are the basic requisites to become and effective adverting sales promotion and aehieve perfection as a professional we do not claim any originality for the subject matter in the book since the literature around sales promotion has developed rapidly We have learnt the basies at the subject from author it have book and articles in the field at sales promotion In this chapter at promotion no question in this book student learn and make s question answer s in this book We also express our thanks to SANKALP PUBLICATION Bilaspur CG young Businessmen and Entries statt We ago intake this plot from to thank our mother our wives and sons their sacrifice at time and Energy is really appreciable this book would not have been possible writing short period at time without their co operation **Promotion Management** Dewan & Sudarshan,1996 Contents Promotion Introduction Sales Promotion Multinational Sales Management and Foreign Sales Promotion Promotion and Distribution Strategy The Market Target and Promotion Appeal Promotion and the Communication Process Promotion Objectives Promotion and Marketing International Channels of Distribution The Role of Promotion in the Future **Basics of Marketing Management (Theory & Practice)** Rudani R.B.,2010-12 Introduction To Marketing 1 42 2 Emerging Issues In Marketing 43 66 3 Marketing Environment And Demand Forecasting 67 81 4 Consumer Behavior And Market Segmentation 82 119 5 Product Decisions 120 152 5 1 Product Related Strategies 153 174 6 Pricing Decisions 175 189 7 Market Promotion Mix 190 198 7 1 Advertising 199 235 7 2 Personal Selling And Sales Force Management 236 262 7 3 Sales Promotion 263 268 7 4 Publicity And Public Relations 269 283 8 Physical Distribution And Channel Of Distribution 284 305 9 Marketing Information System And Marketing Research 306 341 10 Rural Marketing 342 357 11 Marketing Of Services 358 264 12 Elements Of Retailing 365 387 13 International Marketing 388 399 14 Marketing Control 400 413 15 Analysing Competition 414 430 16 Case Study Marketing Cases And Analysis 431 448 17 Project Report In Marketing Practical Study 449 469 Bibliography Sales Promotion Management Bir Singh,2006 Advertising Management As A Paper Is Being Taught At M Com M B A And Other Management Courses At Various Universities And Institutions This Book Is Designed As An Introductory Text To The Above Paper Encompassing Vital Information On All Pertinent Aspects Thus The Material Presented Here Would Be Of Interest As Well As Of Great Use To The Students Teachers And Professionals Of Management Courses The Book Consists Of The Following Chapters Sales Promotion Promotional Mix And Personnel Selling Consumer Behaviour And Sales Promotion Deal Prone Consumer Research Strategy

Of Sales Planning Performance Evaluation And Appraisal Effective Sales Personnel Evaluation Of Sales Promotion Experiment Product Decision In Sales Promotion Secrets Of Performance Retailer And Wholesaler Promotion Process Strategic Issues In Promotional Strategies And Substantive Findings In Trade Dealings Etc Advertising And Sales Promotion S H H Kazmi, Satish K Batra, 2008-04-30 Advertising is a brilliant form of art that has become an indispensable part of our lives As the business scene has transformed for the better in our country much is happening on the advertising front To tap the progress of Indian Advertising in this changed scenario a third edition of the book Advertising and Sales Promotion has been prepared for the students In this new edition all the chapters have been revised and some moderately updated with more relevant text figures boxes exhibits and references Following are the highlights of this edition Matter on Segmentation now includes current framework of Values and Lifestyle and Positioning topic has been re written text on Brand Personality and Image has been updated New Appendices have been added at the end of Part I and Part IV respectively some new Boxes with insightful contents have been added and some of the old exhibits have been replaced with the new ones The book essentially deals with the dynamic concept of Sales Promotion and its effect on the consumer Particularly meant for the students of management specialising in marketing the book provides a thoroughly educative and interesting reading Advertising, Sales And Promotion Management S. A. Chunawalla, 2002 **Promotion Management & Marketing Communications** Terence A. Shimp, 1993 **Marketing Management - Lecture Notes** , 2021-08-15 Marketing book is all about basic marketing concepts for beginners It will be guide to get the essence of marketing management Advertising Management for Services Mr. Rohit Manglik, 2023-11-23 In this book we will study about strategies and practices of advertising in service sectors such as hospitality education healthcare and sports **Notes Management Optional Subject - UPSC Mains Exam** Mocktime Publication, 101-01-01 Management Optional UPSC Mains Notes *NEP Advertising Management B Com 2nd Sem (MIC-2)* Dr. F. C. Sharma, 2024-02-14 1 Process of Communication 2 Advertising Meaning Definitions Nature Functions Objectives and Importance 3 Advertising Budget 4 Advertising Appeals 5 Preparation of Advertising Copy Element of Print and Broadcast Advertising 6 Advertising Process 7 Evaluation of Advertising Effectiveness 8 Advertising Agency 9 Ethical and Legal Aspects of Advertising in India 10 Advertising Standards Council of India ASCI *University of Michigan Official Publication* , 1952 *A Textbook Of Pharmaceutical Industrial Management* Shah, 2010 **Financial Accounting for Management** Ambrish Gupta, 2008-09 Financial Accounting for Management An Analytical Perspective focuses on the analysis and interpretation of financial information for strategic decision making to enable students and managers to formulate business strategies for revenue enhancement cost economies efficiency improvements restructuring of operations and further expansion or diversification for creating and enhancing the shareholder s value Though the book has MBA MFC and MBE students as its primary audience managers in the corporate sector and students of CA CWA CS CFA and CAIIB will find it equally useful because of its practical orientation **Sales**

Management ,1929 **Catalogue of the University of Michigan** University of Michigan,1952 Announcements for the following year included in some vols *Integrated Marketing Communications with Online Study Tools 12 Months* Bill Chitty,William Chitty,Edwina Luck,Nigel Barker,Anne-Marie Sassenberg,Terence A. Shimp,J. Craig Andrews,2017-11-16

Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 5th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and co ordinate all of a brand s marketing communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer s along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses

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