

## **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

**Michael Hoelscher**



**Advertising And Sales Promotion Management Notes:**

The Top Books of the Year Advertising And Sales Promotion Management Notes The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous engrossing novels enthraling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have enthralled audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Advertising And Sales Promotion Management Notes : Delia Owens "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you speculating until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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**Table of Contents Advertising And Sales Promotion Management Notes**

1. Understanding the eBook Advertising And Sales Promotion Management Notes
  - The Rise of Digital Reading Advertising And Sales Promotion Management Notes
  - Advantages of eBooks Over Traditional Books
2. Identifying Advertising And Sales Promotion Management Notes
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Advertising And Sales Promotion Management Notes
  - User-Friendly Interface
4. Exploring eBook Recommendations from Advertising And Sales Promotion Management Notes
  - Personalized Recommendations
  - Advertising And Sales Promotion Management Notes User Reviews and Ratings
  - Advertising And Sales Promotion Management Notes and Bestseller Lists
5. Accessing Advertising And Sales Promotion Management Notes Free and Paid eBooks
  - Advertising And Sales Promotion Management Notes Public Domain eBooks
  - Advertising And Sales Promotion Management Notes eBook Subscription Services
  - Advertising And Sales Promotion Management Notes Budget-Friendly Options
6. Navigating Advertising And Sales Promotion Management Notes eBook Formats
  - ePub, PDF, MOBI, and More
  - Advertising And Sales Promotion Management Notes Compatibility with Devices
  - Advertising And Sales Promotion Management Notes Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Advertising And Sales Promotion Management Notes
  - Highlighting and Note-Taking Advertising And Sales Promotion Management Notes
  - Interactive Elements Advertising And Sales Promotion Management Notes
8. Staying Engaged with Advertising And Sales Promotion Management Notes

- Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Advertising And Sales Promotion Management Notes
9. Balancing eBooks and Physical Books Advertising And Sales Promotion Management Notes
- Benefits of a Digital Library
  - Creating a Diverse Reading Collection Advertising And Sales Promotion Management Notes
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Advertising And Sales Promotion Management Notes
- Setting Reading Goals Advertising And Sales Promotion Management Notes
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Advertising And Sales Promotion Management Notes
- Fact-Checking eBook Content of Advertising And Sales Promotion Management Notes
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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