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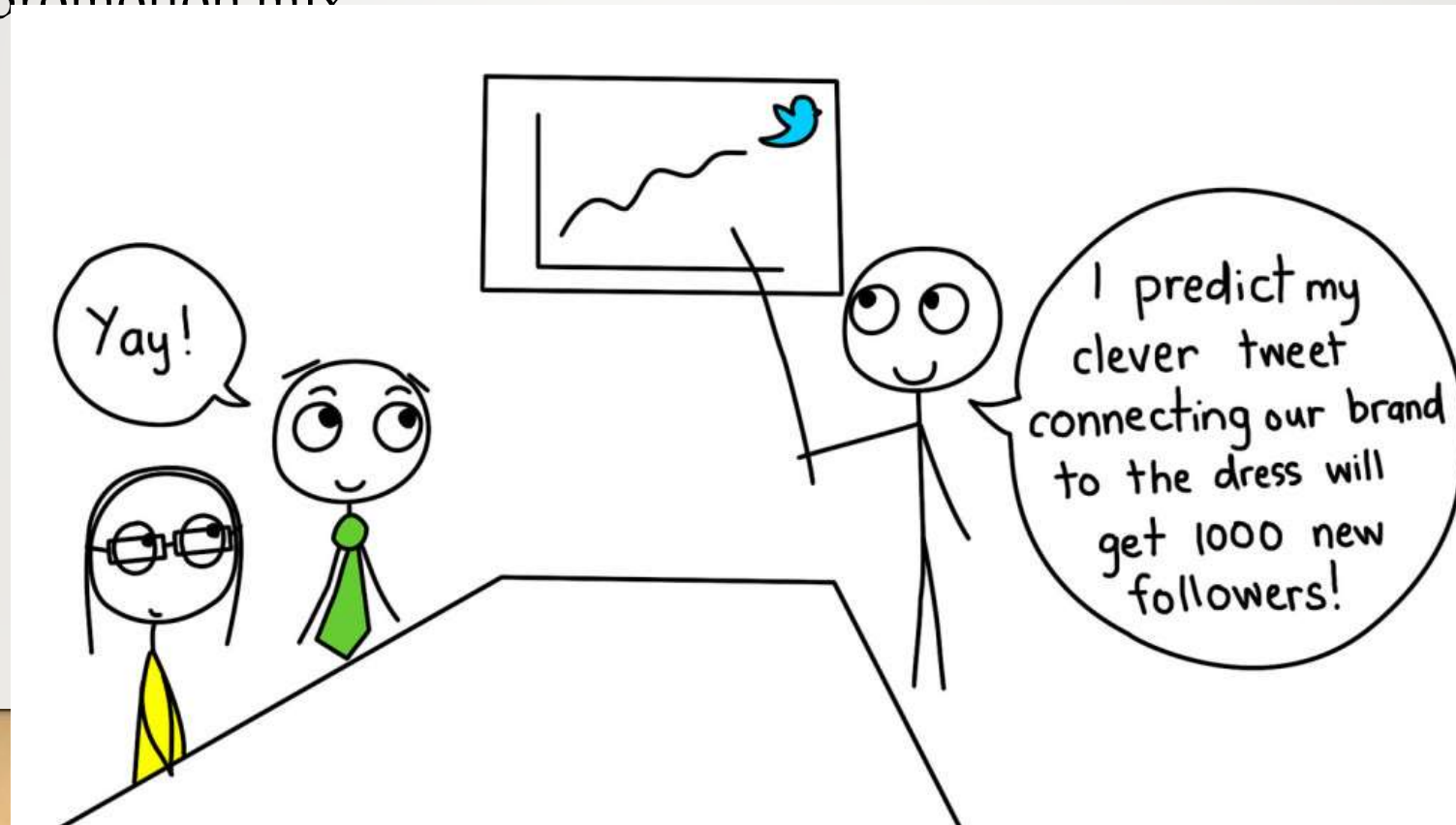
E-Content BBA402- Marketing Management

Lecture 28- Promotion

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The Promotion Mix

There are many different marketing communication methods that can be used in the promotion mix



THE PROMOTION MIX:

MARKETING COMMUNICATION METHODS



Channel Structures

While channels can be very complex, there is a set of channel structures that can be identified in most transactions:

- Direct channel
- Retail channel
- Wholesale channel
- Agent channel

Key Message Should:

- Express the main idea you want people to understand and remember about your offering
- Resonate with the audience you are targeting
- Articulate clearly and concisely what you need to communicate about

