

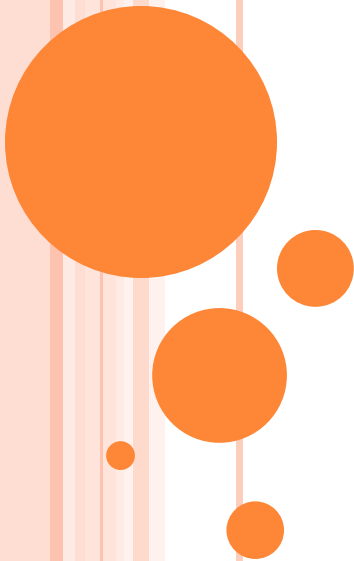
**BBA-402**

**Marketing Management**

# **The Marketing Concept**

**Munindra Prakash (Ph.D.)**

Assistant Professor  
FCM, Rama University  
Kanpur



# Promotion Mix



## Advertising

- Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Examples: broadcast, print, internet, mobile

## Sales Promotion

- Short-term incentives to encourage the purchase or sale of a product or service.
- Examples: discounts, displays, coupons, demonstrations

## Personal Selling

- Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- Examples: sales presentations, trade shows, incentive programs

## Public Relations

- Building good relations with the company's various publics by obtaining favorable publicity, building good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- Examples: press releases, sponsorships, events, web pages

## Direct Marketing

- Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.
- Examples: catalogs, direct-response TV, kiosks, the Internet, mobile marketing