

SEMESTER-II
MARKETING MANAGEMENT

Unit-V

**PROMOTION & RECENT DEVELOPMENTS IN
MARKETING**

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PART: A

Types of promotion:

Publicity:

It is a **non-paid** form of mass communication. In this media commercially significant news are not given for generating favourable response about the company's product or protect a company's image. Publicity is a part of public relations. Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists



Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega events by film actors, cricketers, politicians, or popular personalities, arranging stage show, etc., that attract mass media to publish the news about them.

Features of publicity

1. **High credibility:** Messages or news stories for mass communication has higher credibility to the reader because it has been **written independently** by a media person than by an advertiser. Because of the high credibility it is **more persuasive** than a similar message in an advertisement.

2. **No media cost:** As in media, space or time is not bought, therefore **media has no direct cost.**
3. **Directly helps middlemen and sales person:** Publicity speaks a lot about the products on the **behalf of middleman and salesmen** due to which sellers are **not required** to provide more information to **convince the buyers.**
4. **Suitability:** It is suitable for those **companies** which **cannot** promote their products using **expensive ways.**
5. **Better public relation:** Any **negative attitude** of the public towards a company can be **changed** by establishing public relations.
6. **Wide coverage:** Potential buyers sometimes avoid sales person and advertisements but publicity **can reach too many potential buyers** because it has high credibility compared to personal selling and advertising.
7. **Loss of control of content:** There is **no guarantee** to the company that their **viewpoints** will be **reflected** in the published article.

8. **Loss of control of publication:** In case of publicity there is **no guarantee** that the **new items** will be **published** unlike advertising. The **final decision** is taken by the **editor** and **not the organization.**

Public relations

It is an impersonal presentation which tries to establish a good and congenial relationship between the enterprise and the public through various means and



creates public awareness.

Public relation is an important element in the promotion mix. In the era of globalization, the most of the multinational companies make concrete efforts to manage and maintain its relationships with its customers. Most of the multinational companies have its public relation department that makes all effort to monitor the attitude and perceptions of customers.

Features

1. Saturation of Effort:

Organisations competing for a finite amount of media attention puts pressure on the public relations effort to be better than that of competitors. There can be no guarantee that PR activity will have any impact on the targets at whom it is aimed.

2. Can be targeted:

To a small specialised audience public relations activities can be targeted assuming if the right media vehicle is used.

3. Relatively Low Cost:

It is much cheaper, in terms of cost per person reached, than any other type of promotion. Apart from nominal production costs, much PR activity can be carried out at almost no cost, in marked contrast to the high cost of buying space or time in the main media.

4. Relatively Uncontrollable:

A company has only a little direct control over the proceedings of public relations activity. If successful, a press release may be printed in full, although there can be no control over where or when it is printed. A press release can be

misinterpreted and result may be unfavourable news coverage. This is in contrast to advertising, where an advertiser can exercise considerable control over the content placing, and timing of an advert.

5. Credibility:

PR activity results in a high degree of credibility as compared to other promotional sources like advertising. As the audience may regard such a message as joining from an apparently impartial and non-commercial source. Where information is presented as news, readers or viewers may be less critical of it than if it is presented as an advertisement, which they may presume to be biased.

Personal selling:

Personal selling is an act of **convincing** the prospects to buy a given product or service. It is the most **effective** and **costly** promotional method. It is effective because there is **face to face conversation** between the buyer and seller and seller can change its promotional techniques according to the needs of situation. It is basically the science and art of **understanding human desires** and showing the ways through which these desires could be fulfilled.

Features:

It is a face to face communication between buyer and seller.

ii. It is a two way communication.

iii. It is an oral communication.

iv. It persuades the customers instead of pressurizing him.

v. It provides immediate feedback.

vi. It develops a deep personal relationship apart from the selling relationship with the buyers and customers.

Personal selling + / -

Advantages	Disadvantages
High customer attention	High cost
Message is customised	Labour intensive
Interactivity	Expensive
Persuasive impact	Can only reach a limited number of customers
Potential for development of relationship	
Adaptable	
Opportunity to close the sale	