

Chapter 17 Promotional Concepts and Strategies

Section 17.1 The Promotional Mix

Section Outline with Content and Academic Vocabulary

Section Outline

Promotion in Marketing

Types of Promotion in the Promotional Mix

Personal Selling

Advertising

Direct Marketing

Sales Promotion

Public Relations

Writing News Releases

Using Social Media

Publicity

The Concept of Promotional Mix

Promotional Budget

The Push-Pull Concept

Content Vocabulary

promotion Decisions about advertising, personal selling, sales promotion, and public relations used to attract customers. (p. 395)

product promotion A promotional method used by businesses to convince prospects to select their goods or services instead of a competitor's brands. (p. 395)

institutional promotion A promotional methods used to create a favorable image for a business, help it advocate for change, or take a stand on trade or community issues. (p. 395)

promotional mix A cost-effective combination of advertising, selling, sales promotion, direct marketing, and public relations strategies used to reach company goals. (p. 396)

advertising A form of nonpersonal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets. (p. 396)

direct marketing A type of advertising that sends a promotional message to a targeted group of prospects and customers rather than to a mass audience. (p. 396)

social media Electronic media that allows people with similar interests to participate in a social network. (p. 399)

sales promotion Incentives that encourage customers to buy products or services. (p. 405)

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Section Outline with Content and Academic Vocabulary *continued*

public relations Activities that help an organization to influence a target audience. (p. 397)

news release An announcement sent to the appropriate media outlets. (p. 397)

publicity Bringing news or newsworthy information about an organization to the public's attention. (p. 399)

push policy A type of promotion in which manufacturers use a mix of advertising, personal selling, and trade discounts with partners in the distribution channel to "push" the product through to the retailer. (p. 403)

pull policy A type of promotion by manufacturers that directs promotional activities toward consumers. (p. 403)

Academic Vocabulary

via By way of. (p. 396)

target Something or someone to be affected by an action or development. (p. 401)