Ch14

The five major promotion tools are defined as follows:

1. **Advertising**: Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor
2. **Sales promotion**: Short-term incentives to encourage the purchase or sale of a product or service
3. **Personal selling**: Personal presentation by the firm’s sales force for the purpose of making sales and building customer relationships
4. **Public relations**: Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events
5. **Direct marketing**: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—using telephone, mail, fax, e-mail, the Internet, and other tools to communicate directly with specific customers.

Communications process

* Sender: The party sending the message to another party.
* Encoding: The process of putting thought into symbolic form.
* Message: The set of symbols that the sender transmits.
* Media: The communication channels through which the message moves from sender to receiver.
* Decoding: The process by which the receiver assigns meaning to the symbols encoded by the sender.
* Receiver: The party receiving the message sent by another party.
* Response: The reactions of the receiver after being exposed to the message.
* Feedback: The part of the receiver’s response communicated back to the sender
* Noise: The unplanned static or distortion during the communi­cation process that results in the receiver’s getting a different message than the one the sender sent.

**Message Content**

The communicator has to figure out an appeal or theme that will produce the desired response. There are three types of appeals.

1. Rational appeals relate to the audience’s self-interest. They show that the product will produce the desired benefits.
2. Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use positive emotional appeals such as love, pride, joy, and humor. Communicators can also use negative emotional appeals, such as fear, guilt, and shame that get people to do things they should or to stop doing things they shouldn’t.
3. Moral appeals are directed to the audience’s sense of what is “right” and “proper.” They are often used to urge people to support social causes such as a cleaner environment, better race relations, equal rights for women, and aid to the disadvantaged.

**Personal communication channels**, two or more people communicate directly with each other.

**Nonpersonal communication channels** are media that carry messages without personal contact or feedback.

Major media include print media, broadcast media, display media, and online media.

Atmospheres are designed environments that create or reinforce the buyer’s leanings toward buying a product