

Promotion Process, Sales Promotion and Publicity, Class Notes

Content List

- [Role of Promotion](#)
- [Promotion and Society](#)
- [Promotion and Communication Process](#)
- [Promotional Mix](#)
- [Advertising Preview](#)
- [Personal Selling Preview](#)
- [Sales Promotion Preview](#)
- [Publicity Preview](#)
- [Selecting Promotional Tools](#)
- [Nature of Sales Promotion](#)
- [Scope and Importance of Sales Promotion](#)
- [Sales Promotion: Opportunities and Limitations](#)
- [Consumer Sales Promotion Techniques](#)
- [Trade Sales Promotion Techniques](#)
- [Publicity](#)
- [Publicity and Advertising Compared](#)
- [Dealing with unfavorable Publicity](#)
- [Limitations of using Publicity](#)
- [Return to Syllabus](#)
- [Return to Home page](#)

Role of Promotion

Definition:

To communicate with individuals, groups or organizations to directly or indirectly facilitate exchanges by informing and persuading one or more audiences to accept an organization's products.

-Companies must communicate with their customers, this communication should not be left to chance.

Design communication to your specific target audience:

- Target Market
- Part of Target Market
- Different stakeholders of your organization.

Promotion and Society

Marketers need to communicate, therefore need a medium to facilitate communication.