



Marketing



Lecture 7. Marketing Communication

Communication - definition

- Communication and communicating
- Communication – dynamic process of information exchange in a certain situation and context.



Communicating - features

- Intentional
- Transactional
- Symbolic
- Direct/Indirect



Types of communicating

- Informational/Persuasive/Reactive
- Internal/external/Intro communicating
- Verbal/Nonverbal
- Mass/Group/Individual

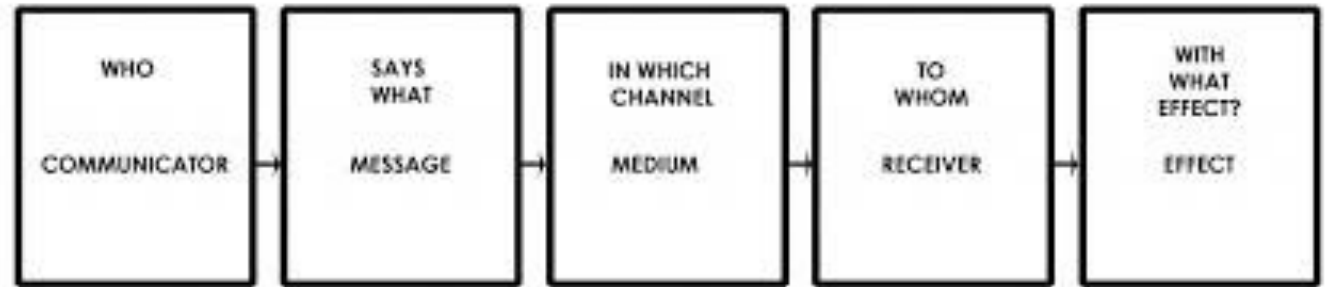


Nonverbal communication

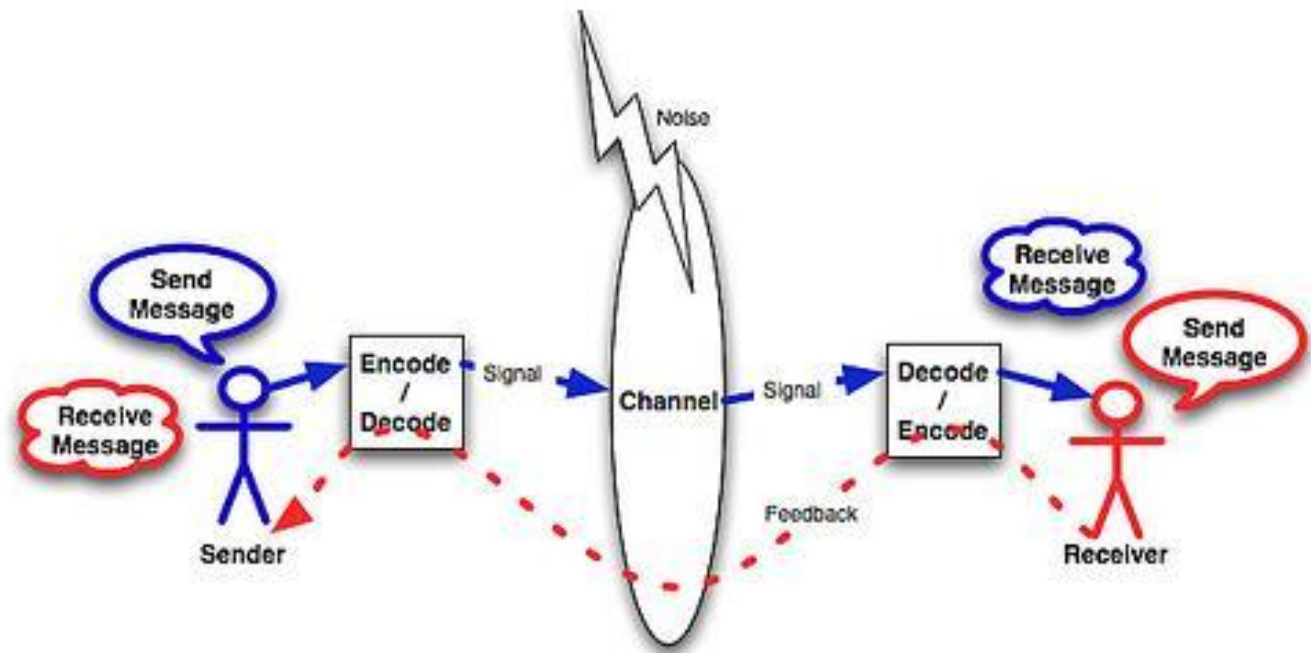
- Appearance (clothing, hairstyle, height)
- Kinesics (body movements, gestures and facial expressions)
- Proxemics (distance and spatial relationship)
- Touch (the transmission of information by physical contact)
- Paralanguage (voice signals other than words, the intensity, the pace of the voice).



Laswell's communication model



Shannon-Weaver Communication Model



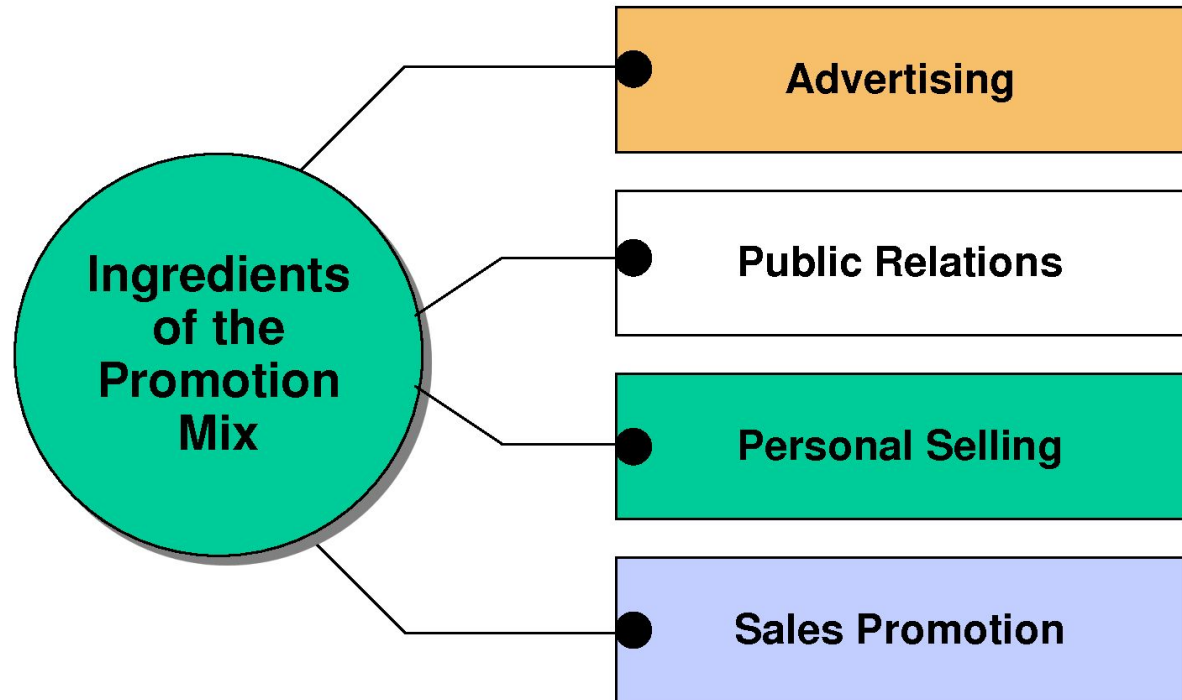
Marketing communication

- Marketing communication are messages, media channels and tools used to communicate with a market.



Promotion mix

Elements of the Promotion Mix



Advertising

- Advertising - form of paid, indirect persuasive impact, using mass media as the information carrier.



Public relations

- Public relations is a group of tools used for unpaid presentation of a person or organization to create permanent relations with its environment.



Public relations tools

PUBLIC RELATIONS TOOLS



Direct sales

- Direct sales is a group of techniques and tools for achieving the sales process using the element of direct contact of the seller with the buyer.



Direct sales system

Direct Sales – System Development

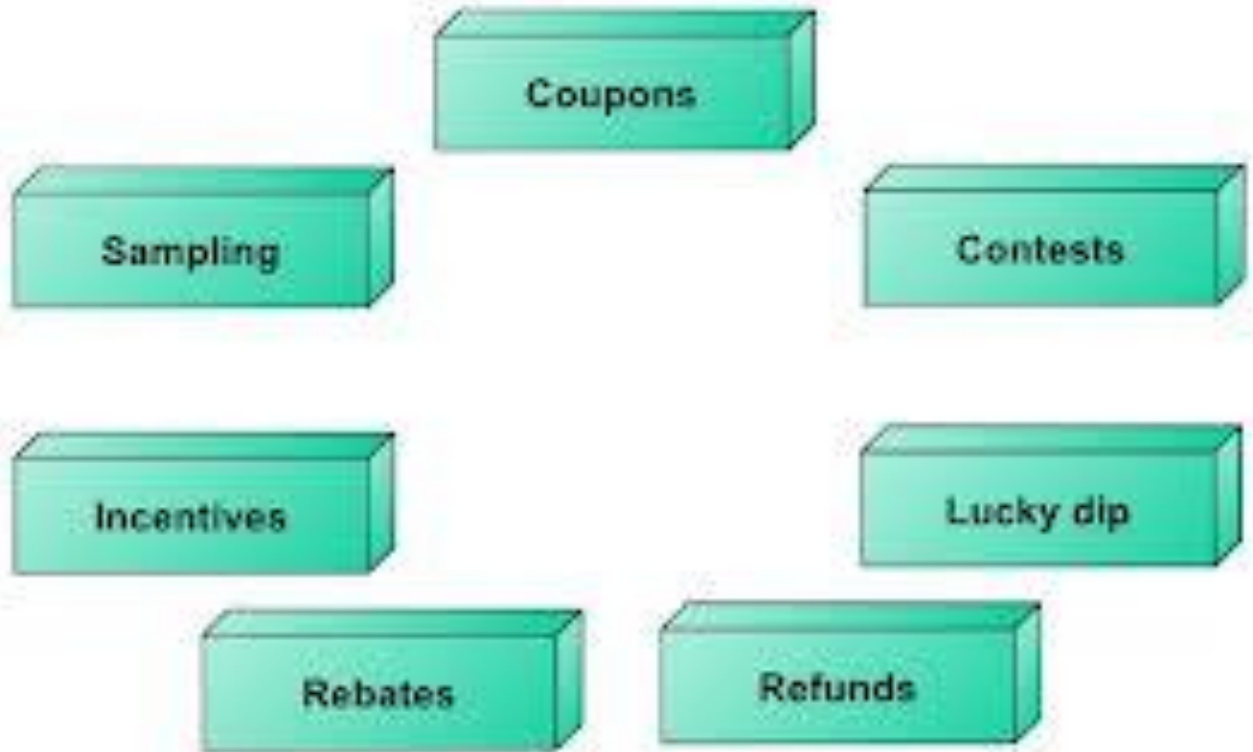


Sales promotion

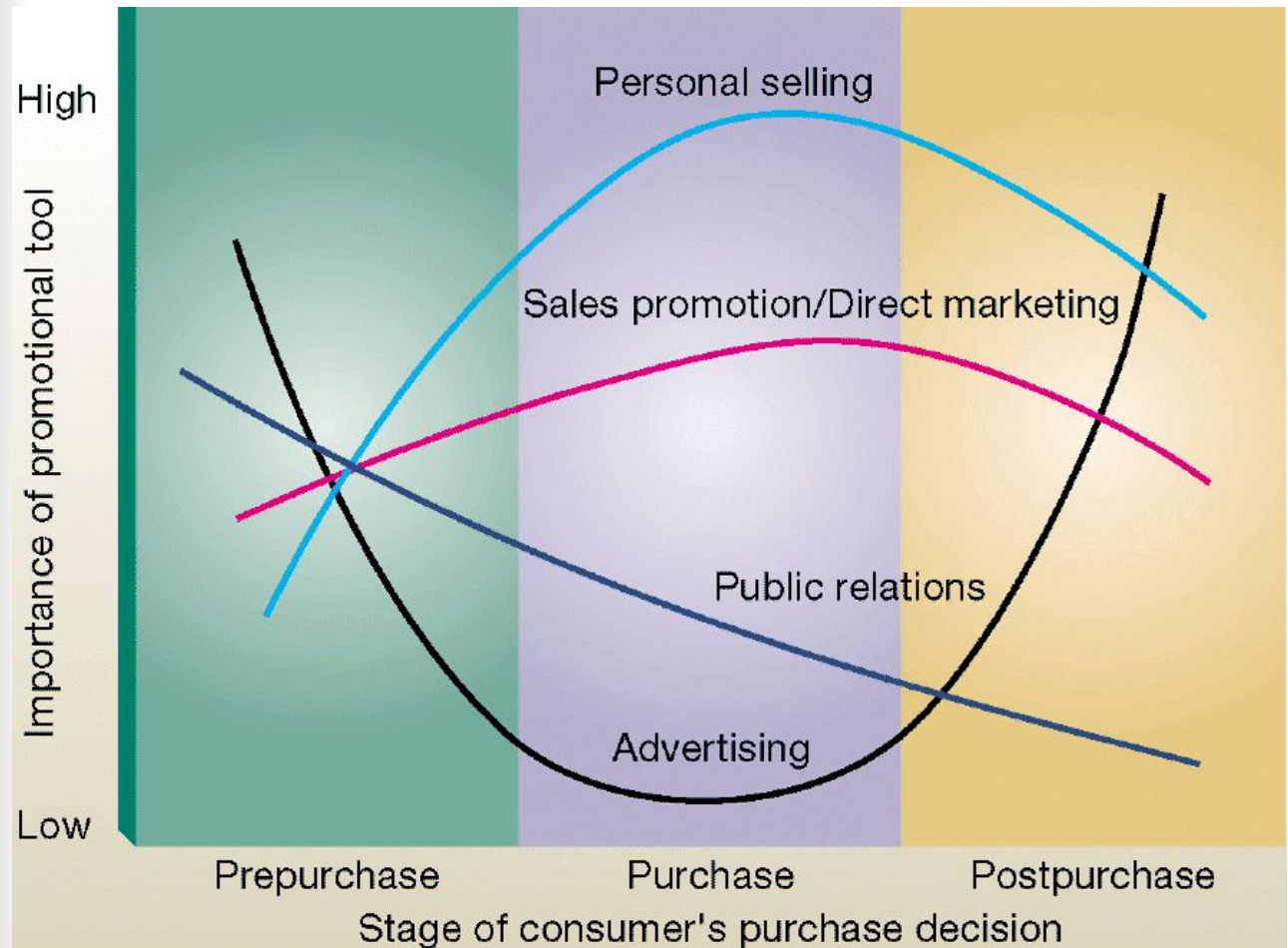
- Sales promotion is a group of various techniques used in direct contact with the customer, to support the transmission of information, awareness and motivation necessary for purchase.



Sales promotion tools



Communication impact





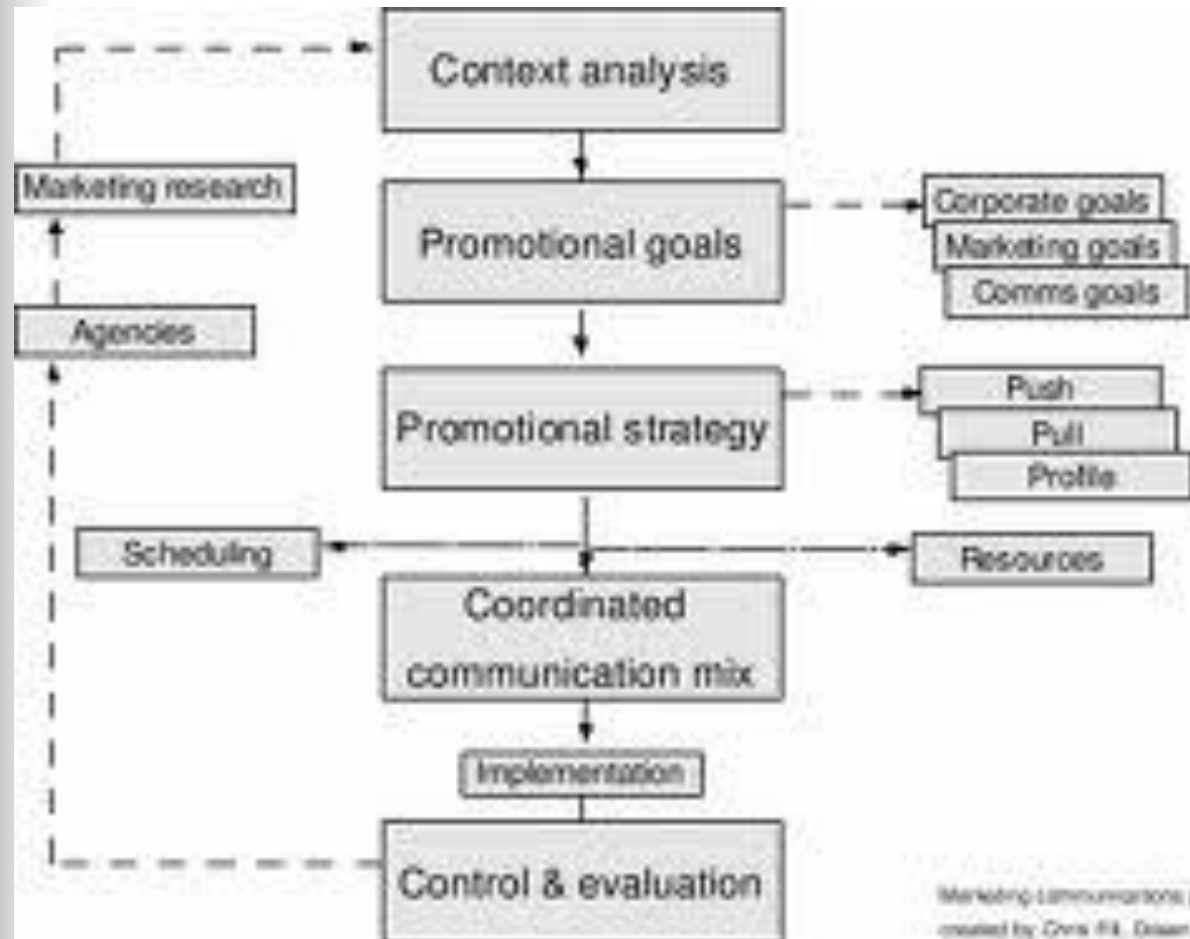
Integrated marketing communication

- IMC is a strategic marketing process specifically designed to ensure that all messaging and communication strategies are unified across all channels and are centered around the customer.

Marketing communication mix



Marketing communication strategy



Marketing communications planning framework, created by Chris Hill. Drawn by Matthew Revell.