



MASARYKOVA UNIVERZITA

Promotion Chapter 14

Communication mix, resp. marketing communication:

- advertising,
- sales promotion,
- public relations,
- personal selling,
- direct marketing.

Promotion is generally sub-divided into two parts:

1. 1. ATL

Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet, Mobile Phones, and, historically, illustrated songs) in which the advertiser pays an advertising agency to place the ad

BTL

- 2. Below the line promotion: All other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows

Advertising

- Advantages and disadvantages

Public relations

Advantages and disadvantages



Sales promotion

➤ Advantages and disadvantages



Personal selling

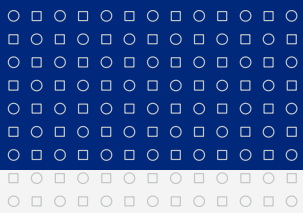
➤ Advantages and disadvantages



Direct marketing

➤ Advantages and disadvantages





IMC - Integrated Marketing Communication.

