

# **Victoria University of Bangladesh**

Assignment, Summer semester 2022

|  
**Name: Shahinur Rahman Kawsar**

**ID : 1119460111**

**Batch: 46<sup>th</sup>**

**Course Title: ADVERTISING AND  
PROMOTION**

**Course code : MKT 437**

**Program : BBA**

MKT 437

Ans: to: the: Q: NO: (1) (a)

A marketing environment is a combination of internal and external environmental forces and factors that influences the business operation of a business and its ability to serve its customers. It is essential to know both internal as well as external environmental factors. Therefore, enterprises keep checking on them to do their business without any legal trouble and to generate maximum profit.

The internal marketing environment consists of factors like material machines workers money etc All of these components are necessary to run a business successfully.

for example if the raw material



②  
is not available on time and in sufficient quantity then the work of production will become slow and the company will not be able to fulfill the demand of the product in the market.

Ans: to: the: Q: No: (1)(b)

Global Advertising Have you ever wondered what the difference is between global advertising and local advertising. Global advertising positions a brand in the same way all over the world has the same target market and a consistent brand name. Coca-cola, McDonalds and Microsoft are examples of companies that utilize global advertising. These are massive companies that are able to advertise throughout the world and gain



significant profit. These companies work well globally because they address the customers needs no matter what country they live in.

For instance, Microsoft is an application used on computers worldwide, which makes it easy for the company to advertise itself across the globe.

Ans: to: the: Q.No: (2) (a)

Media planning is the process by which marketers determine how, when, and where an audience is given a selected advertising message. Media planners analyze the audiences, channels and advertisements to determine the most efficient way to communicate a message to the intended audience. In today's competitive and busy



marketing landscape, media planning is essential. Marketers need to serve consumers with the right message at the right time on the right channel in order to see engagements. Media planning is where marketers determine what these rights are.

Types of media planning:

To create an effective media strategy for your brand you must decide what types of media (traditional or digital) will be cost effective and bring in sales.

- ① Paid media
- ② Owned media
- ③ Earned media



(5)

Ans: to the Q'n: (2) (b)

The channel or medium used to communicate a message affects how the audience will receive the message. Communication channels can refer to the methods we use to communicate as well as the specific tools we use in the communication process. In this chapter we will define communication channels as medium for communication. We will discuss the pros, cons, and use cases for each tool and channel, because in a professional context, the decision about which channel to use can be a critical one.

Communication Channels:

Communication Channels can be categorized into three principal channels:

- ① Verbal
- ② Written
- ③ Non-verbal



⑥

Each of these communication channels have different strengths and weaknesses and oftentimes we can use more than one channel at the same time.

Ans: to: the: Q: No: (3)

Advertising creativity is the ability to develop fresh, unique or appropriate ideas which can be utilised as solutions to communication problem. To be appropriate as well as effective a creative idea must be pertinent to the target audience.

An essential aspect of direct marketing is that the consumer response is measurable. For example if you offer a discount for an online store, you should include some kind of the cookie or pixel to let you know if the user has used the code.



# Comparison Table for Advantages and Disadvantages of Advertising

## Advantages

- Helps to increase sales
- Fights competition
- Builds good-will

## Disadvantages

- can create negative brand awareness.
- Increased Cost for company.
- Compels people to buy products or services they do not need

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalogue distribution, promotional letters and targeted television, newspaper and magazine.