

Victoria University of Bangladesh

Sumaiya Akter

ID NO: 116370181

Program: BBA 3rd

Course Title: Advertising and Promotion
Management (MKT437)

Ans to the Q. NO 1 (a)

Advertising: Advertising is promotional activity which aims to sell a product or service to a target audience.

The international environmental forces influencing the advertising:

1) Political environment: Being one of the most notable features of the international business environment. It constitutes the type of government, the relationship between the government and the

business and the political risk in the country.

Cultural Environment: Being one of the most critical and difficult factors of the environment to understand, this could be harmful for the company's reputation if it doesn't take serious measures to it. This environment includes the history, language, religion, geographic location, government and education.

Technological environment: This is an external factor affecting the international business environment of the company. In the 20th century, human kind has witness great technological advances and this is the same case in the 21st century.

Ans to the Q. NO 1 (b)

The environment in which marketing communications programs and strategies are implemented varies from country to country. Global Advertising is the use the same advertising appeals, messages, art, copy, stories and multiple country markets

Problem with global advertising :

- i) Differences in culture, market and economic development make it difficult to use global advertising.
- ii) consumer needs and usage patterns often vary by country or region.

iii) Media availability etc usage may vary by country etc region.

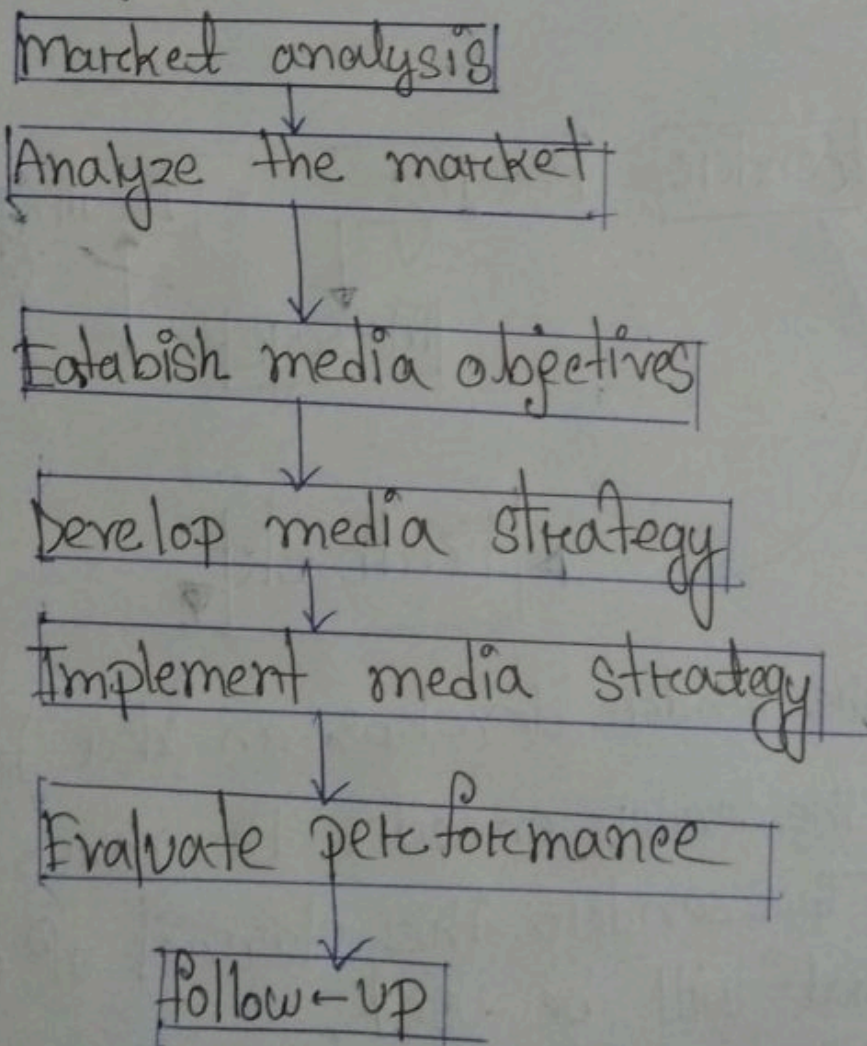
iv)

Example: 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 and Microsoft are examples of companies that utilize global Advertising.

Ans. to the Q. NO 2 (a)

Media planning: media planning is the process of identifying and selection media outlets - mainly newspapers, magazines, websites, TV and radio stations, and outdoor placement.

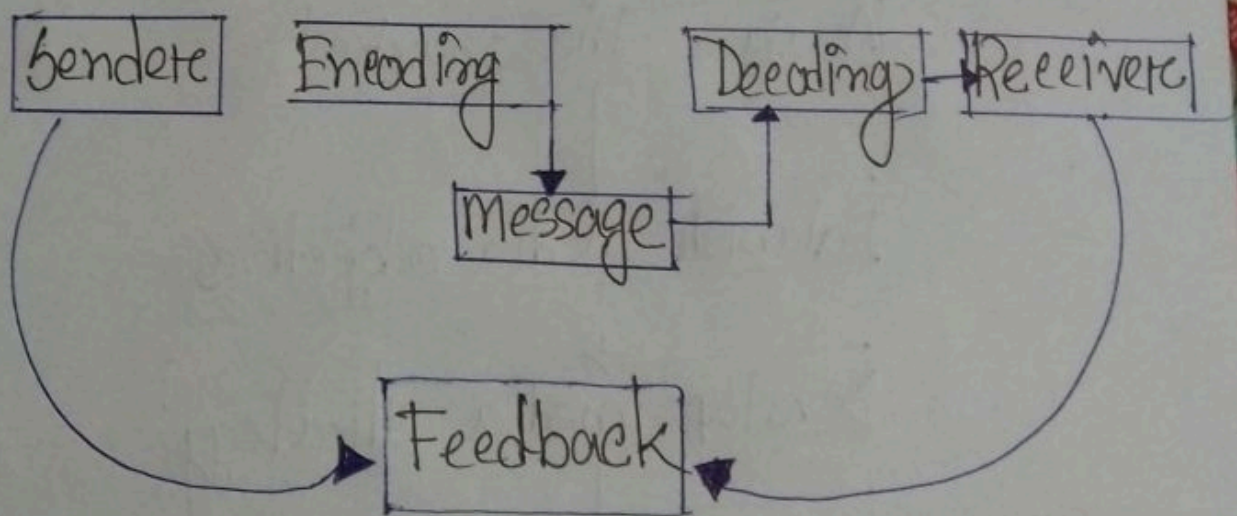
Developing a media plan:



Ans to the Q No 2 (b)

The communication process incorporates a two way system in which a message is conveyed at least between two persons via a channel of communication for channelizing a shared understanding

The communication Process:



- The sender develops an idea to be sent
- The sender encodes the message.
- The sender the channel of communication that will be used.
- The message is decoding by the receiver.

Ans: to the Q. NO 3

Advertising Creativity: Advertising creativity is the ability to develop fresh, unique as well as appropriate ideas which can be utilised as solutions to communication problems.

Explain the advantages and disadvantages of direct marketing:

Advantages	disadvantages
i) selective reach	i) Rising costs
ii) segmentation capability	ii) Image factors
iii) Testing	iii) language problem
iv) Timing	iv) Do not contact list
v) Costs	
vi) frequency	
vii) Personalization	

Advantages and disadvantages of sale promotion:

Advantages

- i) Introduce new products
- ii) Immediate Returns
- iii) premiums.
- iv) samples.
- v) Better control.
- vi) Helps build customer.

disadvantages:

- i) costly
- ii) Short-term Orientation
- iii) Training
- iv) Sales contests
- v) ~~Increase~~ Increase Price sensitivity