

# **Victoria University of Bangladesh**

**Semester final, Summer semester 2022**

**Name: HASIBUR RAHMAN**

**ID: 1119460101**

**Batch: 46th**

**Course Title: Advertising And Promotion Management**

**Course code: MKT 437**

**Program: BBA**

**Submitted to: BITHIKA DEB**

Ans to the Q No - 1 (a)

Advertising is a means of communication with the users of a product or services. Advertisements are message paid for by those who send them and are intended to inform or influence people who receive them as defined by the advertising association. Advertising is always present though people may not be aware of it. It does this via television, print, press, internet, direct selling, sponsorship events, visuals and even people.

The international environmental forces influencing the advertising decision.

Political environment one of them -

Being one of the most notable features of the international business environment, it constitutes the type of government, ~~it constitutes~~ the relationship between the government and the business & the political risk in the country.

The another forces influencing the advertising ~~decision~~ decision is

Economic environment -

It is a factor of the in advertising

decision - A less developed country is moving a poor country, a developing country is moving from poor to a rich and more developed country is a rich country. In the promotional cases effect on the advertising decision.

One the other hand technological environment - This is an external factor affecting the advertising decision.

We know, day by day getting change the technology. Some time its ~~ed~~

influencing advertising decision.

Example - We now live in on web 2.0 but after a year we would will see the huge changing the technology like web 2.0.

Cultural environment: Being one of ~~of~~ the most critical and difficult factors of the advertising decision.

This environment includes the history, language, religion, geography location, and education. The diversity of cultural environment is take the most effective decision of advertising far away.



So, from the discussion, we can say now international environmental forces influencing the advertising decision.

(1) - (b)

The problem with global advertising - is the difficulty in reaching all audiences. Global advertising must be ~~care~~ careful to avoid cultural insensitivity when trying to reach a global audience.

The second problem is the cost of advertising on a global scale. Global

Advertiser must advertise using different media and languages, which requires a large budget.

The third problem is the lack of focus on local markets. When global advertisers try to reach too many people at once. Example different countries and region who speak different languages or have different values than those living in other parts of the world.

The global advertising is facing

7

a few key problems. The first is that there is so much fragmentation in the media landscape.

Another problem with global advertising of brands is that it can be very inconsistent.

Additionally, some countries have stricter regulations than others, which can also increase advertising costs.

these are the main problems of with global marketing.



Ans. to the Q.N - 2

(a)

The problem ~~are~~<sup>is</sup> in media planning -

These problem include insufficient information, inconsistent terminology, time pressures and difficulty measuring effectiveness. Insufficient information while a great deal of information about markets and the media exists, media planners often require more than is available. Some data are not measured, either because they

cannot be on because measuring them would be too expensive. For example, continuous measures of radio listenership exist, but only periodic listenership studies are reported due to sample size and cost constraints. There are problem with some measures of audience size in TV and print as well, as demonstrated by IMC Perspective. The timing of measurement is

also a problem; some ~~ads~~ audience measures are taken only at specific times of the year. For example, sweeps periods in February, May, July, and November are used for measuring TV ~~at~~ audiences and setting advertising rates. So future planning decisions must be made on past data that may not reflect current behaviors.

~~Time pressure~~ It seems that

Way to develop media plan -

Media planning is most often done by media planners.

1. Conduct market research: Before a goal can be set, an editorial calendar can be developed.

2. Clarify the objective: It is virtually impossible to create a successful marketing asset - an ad, blog post, video static image, etc. - without first establishing why the asset is

necessary. The objective will by necessity shape every aspect of the content.

3. Identity target audience: The main purpose of segmenting is to ensure that the right people are receiving the message.

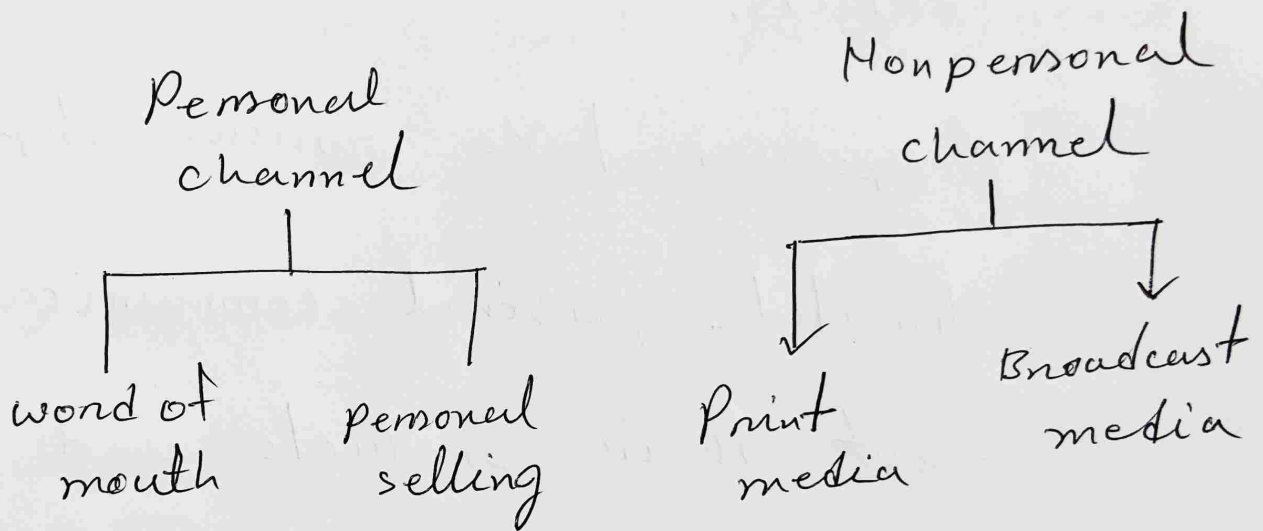
4. Set the budget: Every potential cost must be taken into account when creating a media plan.

These are the way to develop media plan.



Q - (2) - (b)

There are two types of communication channel —



Personal communication is communication between two or more persons with a specific person communication with others. The personal communication in

the case of marketing can also be categorized as communications from advocates, expert and social contacts.

Companies take various steps to stimulate personal communications about their products and brands.

1. They identify influential individuals and devote extra effort on them.
2. Create opinion leaders by supplying possible opinion leaders with the product on attractive terms.

3. Use influential or believable people in testimonial advertising.

### Nonpersonal communication channel:

They include media, atmospheres and events. Media channels include print media, broadcast media, display media, electronic media.

Atmosphere is what firms create in their office environment. The office environment, the office extensions and expertise extensions have a meaning to the potential buyers.

Events or occasions designed to communicate particular message to target audience or audience.

Company arranged news conferences, opening ceremonies of various kinds, and sponsorship of various events come under events communications channels.

Communication through mass media stimulates personal communication channel.



Ans. to the Q No - 3

The creative part of advertising involves the process of selecting and presenting the messages. The business of conceiving, writing, designing and producing these messages is called advertising creativity and the key wordsmith is called a copywriter or copy chief or copy supervisor.

Advantage and disadvantage of direct



marketing -

Here is the advantage -

\* Targeting: You can send specific messages to particular ~~pp~~ groups of customer and potential customers based on demographics and buying behavior.

Personalization: Reach your audience with personal touch. Direct mail or email can be addressed to a specific person and even include details like past orders.

\* ~~A~~ffordable: Tactics like email marketing or leafleting can be very cost effective. Most direct marketing will be more cost effective for SMEs than mass media advertising campaigns.

Informative: You can deliver detailed information on your product.

Disadvantage of direct marketing

---

Environment: Using leafleting or paper-heavy direct mail campaigns

can be bad for the environment.

Low response rate: direct marketing response rates tend to be around 1-3 percent. When you reach a customer who isn't interested in your products or services, it's wasted money.

Competition: It can be hard to make your messages stand out when the recipient receives a high number of marketing emails or direct marketing.

Cost : Tactics like telemarketing and direct mail may have high financial and resources costs.

Legal issue issue: There are laws relating to privacy and data protection in direct marketing

So, we can ~~see~~ understand that direct marketing has some advantages and disadvantages of direct marketing and sales promotion.