

Final Assessment

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BBA Program

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Answer to the question No:1 (a)

Advertising: Advertising is any paid promotion of a product service or idea meant to influence one or more people. It can take place on several mediums, such as print, radio, television and digital media. The main goal of advertising is to persuade someone to buy a product or perform an action.

The basic model of communication process: In the basic communication model, the sender encodes the message and transmits the message through communication channels like verbal (Face-to-face, over telephone, video calls) and non verbal (Newspapers, letters) for sending the message.

The components involved in the successful implementation of the basic communication

model are as follows -

- i) Sender - Who sends the message.
- ii) Encoder - Translates messages into symbols like words, pictures, sounds, etc.
- iii) Channel or medium - It used to transmit messages. Some channels are face-to-face communication, over telephone, letters, television, newspapers, radio, etc.
- iv) Decode - Receiver decodes these symbols to understand what the sender wants to say.
- v) Receiver - A person who receives the message.
- vi) Feedback - After receiving a message, the receiver sends feedback to the sender, answer and what he understands from the message.

Sometimes noise is also part of the communication process and it disturbs the

message and it will be difficult for the receiver to understand the exact message that the sender wants to send.

Answer to the question No1 (b)

The problems with global advertising are

given below:

- a) Differences in culture, market and economic development make it difficult to use global advertising.
- b) Consumer needs and usage patterns often vary by country or region.
- c) Media availability or usage may vary by country or region.
- d) Legal restrictions may make it difficult to develop an effective universal appeal.

The problems with global advertising with proper example:

Automobile: Automobile manufacturers in the United States have made several notorious

advertising mistakes that have been well-publicized. General Motors learned a costly lesson when it introduced its Chevrolet Nova to the Puerto Rican market. Although "nova" means "star" in Spanish, when it is spoken, it sounds like "NOVA" which means it doesn't go. Few people wanted to buy a car with that meaning. When GM changed the name to Caribe, sales picked up dramatically.

Answer to the Question No:2 (a)

The problems in Media planning: The problems

in media planning are given below -

a) Measurement problem: Measure problem

occurs frequently and only estimate are available.

b) Lack of information: Lack of information

about markets and media, not measured of too quickly.

c) Inconsistent terminology: Inconsistent

terminology usually arises from confusion of lack of standard measurements.

d) Time pressure: Time pressure results in

decisions being made without proper planning and analysis.

Some of the problems of media planning that can make planning difficult or diminish its effectiveness. Although these problems complicate the media decision process, they do not render it an entirely subject exercise.

Developing a Media plan:

1) Analyze the market: Market analysis determines who your audience is - more specifically, the number and type of people your advertising will target. You classify your audience through a series of categories such as age, sex, income, occupation, etc.

2) Establish media objectives: The media objective is the goal of the media plan. To establish this objective, you must

determine your goal for reach, frequency, circulation, cost and penetration. Reach is the amount of people the message is in front of over a period of time.

3) Develop media strategy: Selecting Relevant

Media Channel(s) Media planners have choices when it comes to the channel or channels

they select for sharing a piece of content.

4) Implement media strategy: Media planning

is most often done by media planners at advertising agencies. Media planners must work with media buyers and the client organization

to develop a strategy to maximize ROI on media spends.

5) Evaluate performance: It can bridge the

gap between business expectations and

actual outcomes as well as help employees align with the business goals you set. Employee performance evaluation keeps track of progress.

Answer to the question No: 2 (b)

Channel used to influence the communication

process: 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.

Communication Channel: Communication channels

are two types:

a) personal channels and

b) Non personal channels.

a) Personal channels: Personal channels involves

direct, interpersonal (face to face) contact

with individuals or groups. Sales people serve

as personal channels when they deliver

their sales messages, social channels, such as friends, family and co-workers, can be a powerful personal source of information through what is commonly referred to as word-of-mouth communication. Many companies work to generate positive word-of-mouth discussion for their companies or brand.

b) Non personal channels: Non personal channels are those that carry a message without a personal contact between sender and receiver. Non personal channels are generally referred to as mass media, and include various forms of print and broadcast media.

Answer to the question No: 3

Buzz Marketing: Buzz Marketing is a viral marketing technique focused on maximizing the word-of-mouth potential of a campaign or product. These strategies can spur conversations among consumer's family and friends or larger-scale discussions on social media platforms.

The advantages and disadvantages of direct marketing and sales promotion are given below:

The advantages of direct marketing:

a) Selective reach: Selective reach, which lets the advertiser reach a large number of people, while minimizing waste coverage.

b) Segmented capabilities: Based of geographic area, occupation, demographics, Job title and more.

c) Frequency potential: Which means how often the target market is exposed to the ad.

d) Flexibility: Ad creativity is limited only by the imagination of the person creating it and the medium being used.

e) Timing: Direct marketing materials can often be put together and distributed quickly, unlike other media which may require long range planning.

The disadvantages of direct marketing:

a) Image factors: The mail segment of this industry is often referred to as junk mail, and junk emails fare no better.

b) Accuracy: Computerization has greatly improved the accuracy and currency lists. but the cost of generating a lead can be expensive, depending on the quality desired.

c) Content support: Mood creation is limited to the surrounding program and/or the editorial content.

d) Rising cost: As postal rates and print costs increase, direct mail profits are immediately impacted.

The advantages of sales promotion:

a) Helps to Differentiate: One of the most important aspects of a sales promotion is creating differentiation.

b) Creates opportunity for communication: Every

company should have a plan for sales promotion. Whether you sell products or services, you need to create communication opportunities with your customers.

e) promotes word-of-mouth: The most important feature of sales promotion is word of mouth.

Most people trust the claims and recommendations of people that they know, particularly when it comes to something like a product or service.

The disadvantages of sales promotion:

a) Increased sensitivity to price change: A common disadvantage of this strategy is that the customer becomes more price sensitive and will look for a way to save money,

even if it doesn't affect their quality of life.

b) Short term strategy: Sales promotion is not a long-term solution. It should be used to ensure immediate success, but it shouldn't be the only focus of your marketing strategy.

c) Sales promotion might not be able to change customer perception: One of the biggest mistakes that companies make is to think that presenting a promotion will transform a customer's opinion about their product.