**Name: Nur Ahammad**

ID: 1121520011

BBA Program

Batch: 52

Semester: Spring 2024

Course Code: MKT 437

Course Title: **ADVERTISING AND PROMOTION MANAGEMENT**

**Answer any 5 questions from the following:**

**Answer All-**

**1. Describe the tools for IMC in promoting a new product.**

**2. If you select Savar area as your segment to enter for your specific product, then what will your target marketing process?**

**3. Define the following terms with example:**

a) Cognitive learning theory.   
b) Evoked set of alternatives.   
c) Pull strategy VS push strategy.

**Answer to the question no. 1**

Integrated Marketing Communications (IMC) involves the coordination and integration of various marketing communication tools and channels to deliver a unified and consistent message to target audiences. When promoting a new product, companies can utilize a range of IMC tools to effectively reach and engage their target market. Here are some key tools for IMC in promoting a new product:

1. **Advertising**: Advertising involves paid communication through various media channels such as television, radio, print, outdoor, and digital platforms. Companies can use advertising to create awareness of the new product, highlight its features and benefits, and generate interest among target customers.
2. **Public Relations (PR)**: PR activities aim to build and maintain a positive public image of the company and its products. PR tools include press releases, media relations, publicity events, sponsorships, and influencer partnerships. Leveraging PR can help generate media coverage, enhance credibility, and create buzz around the new product launch.
3. **Sales Promotion**: Sales promotion tactics such as discounts, coupons, contests, giveaways, and loyalty programs can incentivize customers to try the new product and make a purchase. Sales promotions can create a sense of urgency and encourage immediate action among consumers.
4. **Direct Marketing**: Direct marketing involves communicating directly with target customers through channels such as email, direct mail, telemarketing, and SMS marketing. Companies can use direct marketing to deliver personalized messages, offers, and product information to specific segments of their audience, driving engagement and conversions.
5. **Digital Marketing**: Digital marketing encompasses various online channels and strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, and influencer marketing. Digital marketing offers opportunities to reach target customers across multiple touchpoints, engage with them in real-time, and track campaign performance with metrics such as website traffic, conversions, and engagement rates.
6. **Social Media Marketing**: Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok provide avenues for companies to connect with their audience, share content, and build relationships. Social media marketing can be used to create anticipation for the new product, generate user-generated content, and encourage word-of-mouth referrals.
7. **Content Marketing**: Content marketing involves creating and distributing valuable, relevant, and engaging content to attract and retain a target audience. Content marketing tactics include blog posts, articles, videos, infographics, podcasts, and whitepapers. Companies can use content marketing to educate customers about the new product, address their pain points, and establish thought leadership in the industry.
8. **Events and Experiential Marketing**: Hosting launch events, product demonstrations, workshops, and experiential activations can provide opportunities for customers to interact with the new product firsthand, ask questions, and experience its benefits in person. Events and experiential marketing create memorable brand experiences and foster emotional connections with customers.

By integrating these IMC tools and channels into a cohesive marketing strategy, companies can maximize their reach, engagement, and impact when promoting a new product, ultimately driving awareness, interest, and sales among their target audience.

**Answer to the question no. 2**

Targeting the Savar area in Bangladesh as the segment for entering a specific product involves a strategic approach to identify and reach the most relevant and receptive audience. Here's a step-by-step target marketing process for entering this market segment:

1. **Market Segmentation**: Divide the Savar market into distinct segments based on relevant criteria such as demographic factors (age, gender, income, occupation), psychographic characteristics (lifestyle, values, attitudes), geographic location (neighborhoods, districts), and behavioral patterns (buying habits, product usage).
2. **Target Market Selection**: Evaluate the segments to determine which one offers the greatest potential for success based on factors such as size, growth potential, competition, and alignment with the product offering. Consider factors such as the prevalence of the target audience, their purchasing power, and their receptiveness to the product.
3. **Customer Profiling**: Develop detailed profiles of the target customers within the chosen segment to understand their needs, preferences, motivations, and pain points. Gather insights through market research, surveys, interviews, and data analysis to create a comprehensive understanding of the target audience.
4. **Positioning Strategy**: Determine the positioning strategy for the product in the Savar market to differentiate it from competitors and resonate with the target audience. Highlight the unique features, benefits, and value propositions of the product that appeal to the specific needs and preferences of Savar consumers.
5. **Communication Channels**: Identify the most effective communication channels to reach the target audience in Savar. This may include a combination of traditional channels such as television, radio, newspapers, and outdoor advertising, as well as digital channels such as social media, search engine marketing, email marketing, and online forums.
6. **Localized Messaging**: Develop tailored messaging and content that resonate with the cultural nuances, language preferences, and socio-economic factors of the Savar audience. Use localized language, imagery, and cultural references to establish a connection with consumers and convey the relevance of the product to their lives.
7. **Distribution Channels**: Establish efficient distribution channels to ensure the availability and accessibility of the product in Savar. Consider factors such as retail outlets, wholesalers, e-commerce platforms, delivery services, and logistics infrastructure to reach customers effectively and fulfill their needs.
8. **Promotional Activities**: Plan promotional activities and marketing campaigns to generate awareness, interest, and demand for the product in Savar. This may include launch events, product demonstrations, promotional offers, influencer partnerships, and experiential marketing initiatives to engage with the target audience and drive sales.
9. **Monitoring and Optimization**: Continuously monitor the performance of marketing efforts in Savar through key performance indicators (KPIs) such as sales, brand awareness, customer engagement, and market share. Gather feedback from customers, analyze market trends, and adapt marketing strategies accordingly to optimize results and maximize ROI.

By following this target marketing process, businesses can effectively enter the Savar market with a specific product, establish a strong presence, and capture the attention and loyalty of the target audience, ultimately driving success and growth in Savar.

**Answer to the question no. 3**

1. **Cognitive learning theory:** Cognitive learning theory posits that learning is an active process of acquiring, processing, and storing knowledge through mental processes such as perception, memory, reasoning, and problem-solving. According to this theory, individuals construct their understanding of the world by organizing and interpreting new information based on existing mental structures called schemas. Learning involves encoding new information, storing it in memory, and retrieving it when needed for problem-solving or decision-making. Key principles of cognitive learning theory include constructivism, which emphasizes the active role of learners in constructing their knowledge through interaction with the environment, and metacognition, which involves the awareness and regulation of one's own cognitive processes. Cognitive learning theory provides insights into how individuals learn, think, and solve problems, offering practical implications for teaching, learning, and instructional design in educational settings.
2. **The evoked set of alternatives**: The evoked set of alternatives refers to the subset of products or brands that consumers actively consider when making a purchasing decision within a particular product category. This set is comprised of the brands or products that come to mind immediately and effortlessly when a consumer is prompted to think about a specific need or want. The evoked set is influenced by various factors such as past experiences, marketing efforts, brand familiarity, word-of-mouth recommendations, and situational cues. It represents the options that consumers deem acceptable and worthy of further consideration, narrowing down the choices from the entire universe of available alternatives. Marketers aim to position their brands within the evoked set through effective branding, advertising, product placement, and other promotional strategies, as being included in consumers' evoked sets significantly increases the likelihood of purchase consideration and ultimately drives sales.
3. **The primary difference between pull and push strategies lies in the direction of marketing efforts and the focus of promotional activities:**
4. **Pull Strategy**:

* Pull strategy focuses on generating consumer demand and pulling products through the distribution channel by creating consumer interest and demand for the product.
* In a pull strategy, marketing efforts are directed towards the end consumer, aiming to build brand awareness, generate interest, and stimulate demand through advertising, public relations, social media, content marketing, and other consumer-oriented activities.
* The goal of a pull strategy is to attract consumers to seek out and purchase the product from retailers or other distribution channels, pulling it through the supply chain.
* Examples of pull strategy tactics include advertising campaigns, influencer marketing, consumer promotions, loyalty programs, and online content creation aimed at building brand loyalty and driving consumer demand.

1. **Push Strategy**:

* Push strategy focuses on pushing products through the distribution channel by incentivizing intermediaries (such as retailers, wholesalers, and distributors) to carry and promote the product to end consumers.
* In a push strategy, marketing efforts are directed towards intermediaries in the distribution channel, such as retailers and wholesalers, with the goal of encouraging them to stock, promote, and sell the product to consumers.
* The emphasis in a push strategy is on building relationships with channel partners, providing them with sales support, incentives, and promotional materials to encourage them to push the product to consumers.
* Examples of push strategy tactics include trade promotions, point-of-sale displays, sales incentives, channel partner training, and distribution channel management aimed at motivating intermediaries to promote and sell the product to consumers.

In summary, while both pull and push strategies aim to drive product sales, they differ in their approach to achieving this goal. Pull strategy focuses on creating consumer demand and attracting consumers to seek out the product, while push strategy focuses on incentivizing intermediaries to carry and promote the product to consumers. Depending on the product, market, and distribution channels, companies may use a combination of pull and push strategies to effectively reach and engage their target audience.