

Management of Marketing Communication and Advertising

By: Archana Sharma

This reference book can be useful for
BBA, MBA, B.Com, BMS, M.Com, BCA, MCA
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Sample Preview of The Chapter

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Management of Advertising, Marketing and Communication

**MARKETING COMMUNICATION AND
ADVERTISING—BASIC CONCEPTS**

Marketing Communication Process

1

INTRODUCTION

Marketing communication process does have a significant role to play in the product promotion. This process comprises of integrated efforts where the marketer gets success through his marketing offering, no matter whether it is in the form of product or service. Therefore, one can define the marketing communication process as a subset of integrated marketing efforts that helps in marketing the customers' attention. In other ways, marketing communication also comes as a challenge for the marketing strategists for many reasons. One of these is that it comes as the most visible clue soon after the product that brings in marketers' intentions and commitment to consumers. Secondly, it gets a close scrutiny from different policy makers and also by consumer interest groups. Earlier it was thought that promotion is the only tool to carry on with the marketing process. However, now it has been established that marketing communication is a process that goes ahead with promotion. It links with every thing from product to packaging to distribution channels.

CHAPTER AT A GLANCE

THE ROLE OF MARKETING COMMUNICATION

Marketing communication process can be classified as marketer-buyer, marketer-market and non-profit and social organisations. The process shares a significant value in terms of the process. For example, it establishes an image such as prestige, discount or innovation for company, its goods and services. Secondly, it helps in featuring the goods and services of the company. It also helps in creating awareness for new goods and services and keeps existing goods and services popular. The process helps in generating enthusiasm from channel members, explains why goods or services can be purchased, convinces consumers to trade up from one good or service to a more expensive one and alerts consumers to sales and justifies prices of goods and services. The process also has many other advantages such as, it answers consumer's questions, closes transactions, provides aftersale services for consumers and also places the company and its goods and services in a favourable light as compared to competitors.

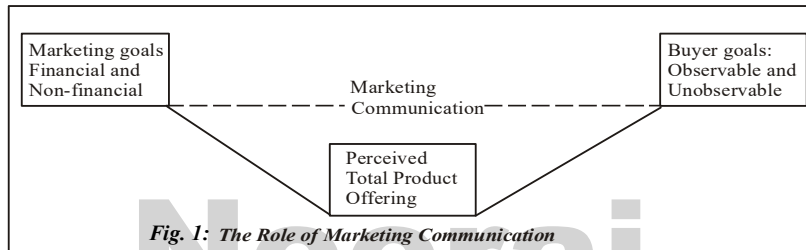
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Communication in Marketer-Buyer Dyad

The Marketing Communication process helps in bringing the marketer and consumers closer to each other while helping in attaining their individual goals. Let's understand this philosophy with a simple example. If there exists a marketing company, its goals should be of profitability, corporate credibility and also of market leadership, while the consumers had an intention of better consumption, staying informed on new buying alternatives and also have a desire for a better quality of life. After studying these goals, one finds that both the marketing company and the consumer has an

ultimate aim of getting satisfaction. Thus, the product offers first common vehicle for satisfying goal expectations of both the marketer and consumers. While the consumers have been buying the product for their satisfaction, similarly, the marketers have been buying the product to ensure that they achieve the firm's goals.

Thus, the role of Marketing Communication is candid clear, that is, to share firm's total product offering with consumers to help consumers attain their aims and to get closer at the same time to let own goals.



While the process of Marketing Communication helps in attaining marketing goals both in financial and non-financial terms, it also helps in attaining buyers goals that are both observable and unobservable. The process also helps in bringing the total product offering.

The Marketing Communication process, besides goals compatibility, also should be informed. It should also remind and persuade the actual and potential buyers about for marketer's offerings. The elements of marketing communication are of different types. However, the most significant out of all these is the emotional ones.

Communication in Marketer-Market Dyad

Business to business communication plays a significant role in Marketing Communication. It never always happens that the marketing communication is addressed to buyers alone. There are instances when the ads are addressed to manufacturers, intermediaries and institutions.

Communication in Non-profit/Social Organisation

Communication also proves significant for social institutes and non profit organisations. Therefore, there are several instances when the significance of such communication has gone relevant to these non-government organisations such as Times of India Foundation etc.

CONCEPT OF MARKETING COMMUNICATION

Marketing Communication could be defined as a continuous dialogue between buyers and sellers in market place. It can be conceptualised at both the macro and micro levels. It helps in satisfying the needs of buyers. The coming up of several telephone lines (by the different nationalised banks) prove the worth of marketing communication.

However, in terms of marketing perspective, it could be defined as the process of presenting an integrated set of stimuli to a target with an aim to evoke desired set of responses within the target market and to set up channels for receiving, interpreting and acting upon messages and identifying new communication opportunities.

THE OCCURRENCE OF MARKETING COMMUNICATION

Marketing Communication mostly exist in the form of an orderly way of transmitting a message. It is very much similar to the functioning of a telephone circuit.

It can be well explained from Figure 2 where there is a brief description of functioning of communication.

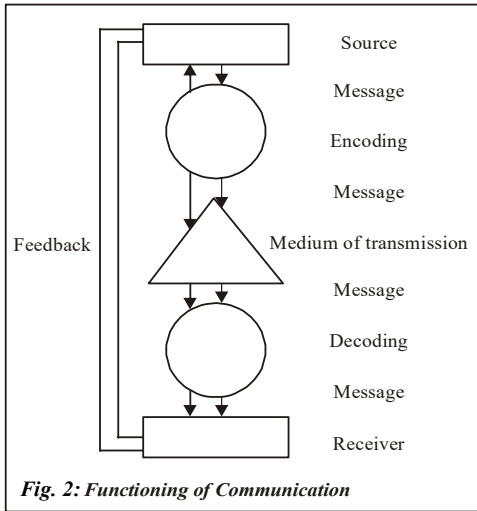


Fig. 2: Functioning of Communication

Initially, there is a source within a message which is encoded and then it passes through the medium of transmission. Here it is decoded and finally the message goes to receiver.

The source here is the originator of the message, the receiver is the ultimate destination of the message and the medium of transmission is the mean by which the message transfers from sender to receiver. All these elements are joined through a process including encoding which is a way by which the message is put in an understandable format by source. Similarly, decoding is a process through which there is a retranslating of the message into an understandable terms by receiver.

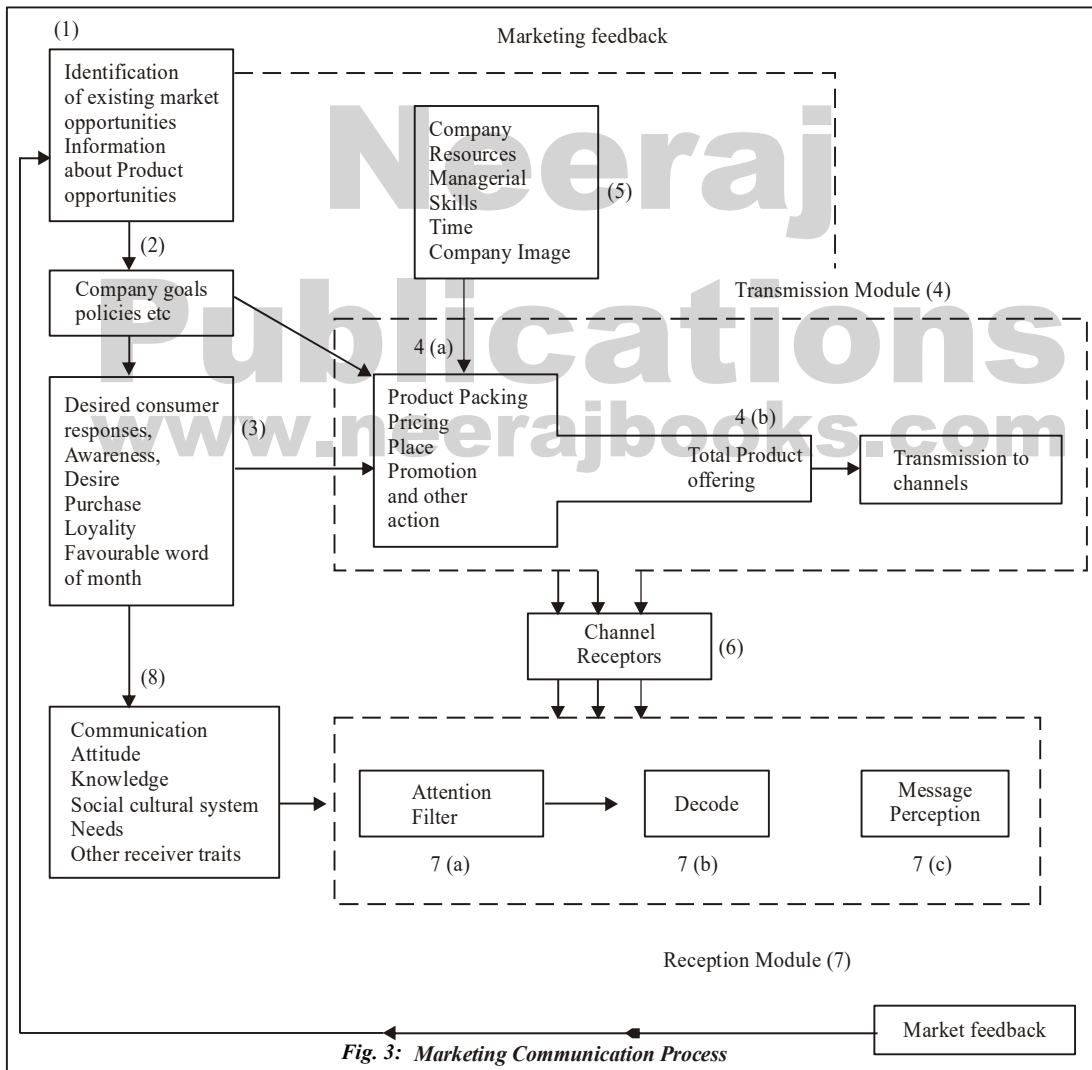


Fig. 3: Marketing Communication Process

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The model of communication process as described by Fig. 3, is a description of process which does not intend to predict communication occurrence and is based on both marketer dominated or environmental stimuli that triggers off the process of communication.

The process is represented by its first step that denotes opportunities. Thereafter, they help in forming different goals and policies which then act as stimuli for accomplishing desired consumer response that begins with the creation of awareness for gaining positive word of mouth. These policies help in creating a transmission module which starts off with marketer-dominated stimuli as a product, or in the form of pricing distribution, packaging, promotion, etc.

The total offering gets influenced by resources which the firm has at its command. The total offering therefore travels through varied and complex channels. The process where the market receives message is well explained in box 7. Further, there is a process of filtering of message which depends on communication skills of message receivers described by box 8. There is a box 7(c) indicating how the messages are being perceived by target receivers. It is this indication which is given in the form of feedback, travels right through company's perception of existing marketing opportunities and gets through to the transmission module for turning the circle full.

THE SOURCES OF MISUNDERSTANDING IN COMMUNICATION

There are different Sources of Misunderstanding in Communication Process. They are as following:

- 1. Source Effect:** The source effect is an effect caused by reputation of source of communication.
- 2. Multiple Transmitters:** There are several channels to be used for message transmission in marketing communication. The different channels used in the process have their unique transmission characteristics.
- 3. Decoding Errors:** The selective participation and interpretation in receivers bring in several misunderstandings.
- 4. Communication Noise:** An interference in marketing communication which is either deliberately or accidentally introduced while blocking and distorting transmission is called noise. It originates from message itself. There is also external noise which could be heard while listening to TV commercial in a busy restaurant.

5. Inadequate Feedback: The inadequate feedback arises owing to poor feedback given to sender.

ELEMENTS OF PROMOTION MIX

Marketing Communication has several elements that include advertising, personal selling, publicity, sales promotion and packaging.

Advertising: Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods or services.

Publicity: Publicity could be defined as any form of non-paid commercially significant news or editorial comment about ideas, products and institutions.

There are some basic differences between advertising and publicity which are given below:

The advertising is a paid form while publicity exists in non-paid form. Similarly, advertising gives a direct product related message while the publicity gives a public welfare related message. Advertising is less credible and publicity is more credible. Again, advertising is more subjective while publicity is more objective form. The advertising gives a maximum control over the message while the publicity gives a little control over the message.

However, the objective of publicity is same as that of advertising. It helps in increasing company's consumer awareness and also the awareness of old and new products.

Personal Selling: Personal selling, unlike advertising, helps in involving a one-to-one relationship with a customer. There are many advantages to it. Firstly, it allows the sales personal to get the direct reaction from customers. However, it is expensive.

Sales Promotion: Sales promotion could be defined as a direct inducement offering extra value and incentive for product to sales force, distributors or consumers.

Packaging: Packaging often considered as a fifth tool of marketing plays a significant role in marketing communication. The markets could be seen flooded with innovative packaging concepts.

ACTIVITIES

Activity 1: Identify three instances of TV commercials which seek to inform, remind and persuade its buyers.

Ans. Information Category: I consider the ad of Eureka Forbes because it seeks to inform people about its value and use.