

MBA SEMESTER-III

MARKETING GROUP

MKG 302

ADVERTISING AND SALES PROMOTION



Yashwantrao Chavan
Maharashtra Open University



MBA : SECOND YEAR

SEMESTER III

MARKETING GROUP

ADVERTISING & SALES PROMOTION

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UNIT 2 : DIFFERENT ELEMENTS OF PROMOTIONAL MIX DETERMIN- ING THE PROMOTIONAL MIX

*Different Elements of Promo-
tional Mix Determining
Promotional Mix*

NOTES

2.0 Unit Objectives

2.1 Introduction to Promotional Mix

2.1.1 Advertising

2.1.2 Direct marketing

2.1.3 Sales Promotion

2.1.4 Personal selling

2.1.5 Publicity

2.1.6 Public Relations:

2.2 Determining Promotional Mix

2.3 Summary

2.4 Key Terms

2.5 Question and Exercises

2.6 Further Reading and References

2.0 Unit Objectives

After studying this unit you will be able to understand and discuss the concept of promotion mix, different elements of promotional mix, strategies to determine the elements of promotional mix.

2.1 Introduction to Promotional Mix

The promotion mix or element of marketing mix is concerned with activities that are commenced to communicate with customers and distribution channels to enhance the sales of the firm. These activities mainly includes: