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Chapter 17

17.1 public relations Activities that help an organization to influence a target audience. Personal Selling Advertising Direct Marketing Sales Promotion Public Relations (PR) The Promotional Mix Direct contact Expensive Advertising is everywhere Mail E-marketing Telemarketing Social media Coupons Money-off promotions Product samples Displays News releases Social media

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Chapter 17 Promotional Concepts and Strategies CHAPTER SECTION PERFORMANCE INDICATOR 17.1 Explain the role of promotion as a marketing function Identify the elements of the promotional mix 17.2 Explain the nature of a promotional plan Identify types of public relations activities Coordinate activities in the promotional mix

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17. A customer asks for a solution to a printer problem that is beyond the knowledge level of the technician. What should the technician do? Try to fix the problem anyway. Tell the customer to call the printer manufacturer to fix the problem. Gather as much information as possible and escalate the problem.*

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SECTION 17.2 Sales Promotion Loyalty Marketing Programs Loyalty marketing programs, also called frequent buyer programs, reward customers for making multiple purchases. Loyalty marketing was popularized in the 1980s by the airline industry, which instituted frequent flier programs. 17

SECTION 17.2 Sales Promotion Product Placement

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