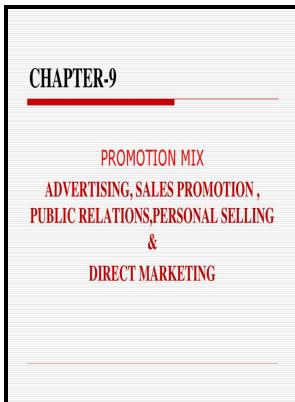


# Promotion - advertising, publicity, personal selling, sales promotion

## Prentice-Hall - Promotion mix



Description: -

- Selling
- Public relations
- Advertising
- Sales promotionPromotion - advertising, publicity, personal selling, sales promotion
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Notes: Includes bibliographical references and index.

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Tags: #Advertising, #Sales #Promotion, #Personal #Selling, #and #PR #Flashcards

## **ADVERTISING, SALES PROMOTION, PUBLIC RELATIONS, PERSONAL SELLING, AND DIRECT MARKETING**

The focus of advertising to create reason for purchase the focus of promotion is to create an incentive to buy.

### **Basic Definitions: Advertising, Marketing, Promotion, Public Relations, Publicity, and Sales**

So, another part of publicity is providing means or platform for sending feedback or any other form of response from those who got the message being disseminated. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc.

### **Promotion mix**

Like said advertising is all about the content, content can be in any form. The primary purpose of sales promotion is to induce customers for immediate buying or dealer effectiveness or both. The direct responsibility of marketing public relation MPR is to support corporate and product branding activities.

### **Advertising vs Publicity vs Promotions**

Almost anything and everything is possible with the help of the internet today, which is why the focus of the youth is the internet. Examples include sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing.

## Related Books

- [Making training evaluation work - show value and communicate results, select the right model and fin](#)
- [Borland Delphi how-to - the definitive Delphi problem solver](#)
- [Savoy operas](#)
- [Evidences of the Christian religion - by the Right Honorable Joseph Addison, Esq; To which are added](#)
- [Northwests water resources - a question of federal, tribal, state & local control : second annual Wa](#)