

Advertising objectives

The primary objectives of advertisement is to increase sales. It has become the lifeline of modern business. Personal selling and other forms of promotion are support by advertising

1. Increase sales volume thereby reducing unit production sales
2. Stabilises a firm's business
3. Increases the percentage of net profit
4. Secures leadership or domination
5. Establishes the character of the management in the public mind as reputation
6. Sells the institution as well as the product or services
7. Sets a standard for organisation performance
8. Protects a company from competition
9. Establishes standards of value for the product
10. Create new uses of the product.

Types of Advertising.

1. Product Advertising
 2. Institutional Advertising
 3. Other types.
- (a) Product advertising:- product advertising attempts to inform and stimulate the market about the advertiser's promoters specific branded products in such a manner as to make the brands seem more desirable
- Product advertising may be sub divided into following:-
1. Direct action and indirect action advertising
 2. Pioneer demand and selective demand advertising.
- (b) Institutional advertising:- institutional advertising creates a favourable image of the company which market the product or services. Service organisation such as life insurance, corporation of India, state bank of India, Indian bank focus on creating a good image among the public.
- (c) Other types:-
- The other types of advertising are as follows

- When an advertising is sponsored by manufacturer, is known as national advertisement, when a advertising, retailer undertakes an advertisement campaign it is called local advertisement
- Consumer advertising is aims at altimate consumers who buy goods and services for personal use.
- Emotional advertisng appeals to emotional motives of buyers. For example, advertisement for premium brands life pears, dove etc.
- Whereas cinthol and life boy appeal to rational motives of buyers by eg. Planning about the medicinal qualities of these soups.

Criticism of Advertising

Advertising has been criticised on many grounds A. longman has levelled the following charges against advertisement:-

1. Advertisement sells people thing they neither need or want
2. Advertisement creates proliferation of variety in goods
3. Advertising increases the prices of pdt/services
4. Advertising is deceptive and misleading
5. Most advertising are not relevant to situations
6. Advertising stimulates bad taste
7. Advertisement has a shortlife
8. Advertisement is intrusive

Sales promotion:-

Definition:

Those activities that supplement both personal selling and advertising, co – ordinate them and help to make them more effective

Sales promotion consists of short term incentive to encourage purchase or sales of a product or services

Objectives of sales promotion:

1. Bridge between advertising and personal selling
2. Introduction of new products
3. Attracting new customers
4. Inducing present customers to buy
5. Improving the public image of the firm

Types of sales promotion

1. consumer sales promotion:- sales promotion aimed at consumers is called consumer sales promotion. It aims at stimulating consumer. The main consumer promotion

sales tool include samples, coupons, demonstration, contests, cast retinal offer, premium etc.

2. dealers sales promotion:- dealers sales promotion a trade promotion is employed when products are sold through the retailers or whole salers. Dealers sales promotion tools include buying allowance, merchandise allowance, price deals, premium, cooperative advertising, sales contest, point of purchases etc.,
3. sales force promotion:- sales force promotion aims at the sales force. It stimulates them to work hard. The tools for sales force promotion include bonus to sales force, sales force contests, salesman's meet and conferences.

Channels of distribution

A set of inter – dependent organisations included in the process of making a product or services available for use or consumption by the consumer or business user - philpkotler

A channel of distribution or marketing channel is the structure of intra company organisation units and extra company agents and dealers, wholesale and retail through which a commodity, product or service is marketed. - American marketing of association

Features of marketing channels

- every marketing channel consist of one or more of the transfer points
- the transfer of the tittle may be direct or indirect. It is direct when the producer sells the product outright to a wholesaler or retailer.
- A channel always includes both the producer and the final consumer for the product as well as agents, middlemen, involved in the transfer of title
- The channel does not include firms such as rail, roads, banks, other institutions which render services.
- A channel of distribution is a structive it is organised and represents a choice among alternative.

Types of channel of distribution

1. Channel of distribution for consumer goods:-
 - (a) Zero level channel
 - (b) One level channel
 - (c) Two level channel
 - (d) Three level channel
2. Channel of distribution for industrial goods
3. Producers users
4. Distribution channel for services.

Middlemen

A middlemen participants in marketing channel at points at between the producers and final buyers

The American Marketing Association defines middle man in the following words

A middleman is one who specialises in performing operations or rendering services that are directly involved in the purchase and sale of goods in the process of their flow from producers to final buyers.

Classification of middleman

1. Merchant middleman

- (a) Wholesalers:- all the activity in selling goods or services to those who buy for resale or business use - philpkotler

Characteristics of wholesalers:-

- Wholesaler operate between the manufacture and resellers
- Wholesalers gives advice to the manufacturers and reatailer
- Wholesaler sells in large volume
- Wholesaler doesnot sell to the ultimate consumer final user
- As a merchant middleman, wholesaler takes tittle to the goods he handles

(b) Retailers:-

The word retailers is derived from a word retailer. It means to cut again. Retail trade cuts if similar protions from large volume goods. Retailing consists of the activities involved in selling directly to the ultimate consumer for personal, non personal user

Definition:-

Retailing includes all the activities involved in selling goods or services directly to final consumer's for their personal, non – business

Types of retailers

1. Itinerant retailers
2. Fixed shop retailers
3. Small shop retailers
4. Large shop retailers

FRANCHISING:-

Franchise means privilege. A franchise is a conditional right given to a reatailer to market the company product and services under the banner of the franchiser.

“ a franchising operation is a legal contractual relationship between a franchiser (the company offering the franchise) and the franchisee (the individual who will own the business)”

IMPORTANT QUESTIONS

PART A

1. Write a note on industrial marketing
2. Mention any four types of sales promotion tools
3. What is meant by franchising?
4. What are all the major functions of a retailer?
5. Define advertisement
6. What do you mean by advertisement?
7. Explain any two concepts in marketing
8. Who are middlemen? Give examples
9. What are all the major functions of a wholesaler?
10. Define consumer

PART B

1. Describe various forecasting techniques used in marketing
2. What is franchising? Explain the various methods of franchising?
3. Discuss the different channels of distribution in marketing
4. What are the various sales promotion techniques?
5. Define industrial marketing. Distinguish between industrial marketing and consumer marketing
6. Define advertising. What are the different media for advertising? What are the various promotional techniques now?