Chapter 10

To consolidate your learning, the key points from this chapter are summarized here:

■ Describe the nature, purpose, and scope of marketing communications.

Marketing communications is a management process by means of which an organization attempts to engage with its various audiences. Marketing communications—or promotion, as it was originally called—is one of the 4Ps of the marketing mix. It is used to communicate an organization’s offer relating to products, services, or the overall organization. In broad terms, this management activity consists of several components: the communications experienced by audiences relating to their use of products and the consumption of services; the communications arising from unplanned or unintended experiences; and planned marketing communications.

■ Explain the three models of communication and describe how personal influences can enhance the effectiveness of marketing communication activities.

The linear, or one-way, model of communication is the traditional mass-media interpretation of how communication works. The two-step model incorporates the influence of other people into the communication process, whereas the interaction model explains how communication flows not only between sender and receiver, but also throughout a network of people. Interaction is about actions that lead to a response and—most importantly, in an age of interactive communication—interactivity is a prelude to dialogue, which is the highest or purest form of communication.

■ Understand the models used to explain how marketing communications and advertising work.

Marketing communication models have evolved from sequential communication models such as AIDA and the HoE models. A circular model of the attitude construct supports our understanding of the tasks of marketing communication—namely, to inform audiences, to create feelings and a value associated with offerings, and to drive behaviour.

■ Understand the role of marketing communications in marketing.

The role of marketing communications is to engage audiences and there are four main tasks that it can be used to complete. These tasks are summarized in the mnemonic DRIP—that is, to differentiate a brand, to reinforce a perception or behaviour, to inform audiences, and to persuade audiences to behave in particular ways. Several of these tasks can be undertaken simultaneously within a campaign.

■ Describe the different steps in the strategic marketing communications planning process.

Management’s task is to formulate and implement a communications strategy that blends the right mix of tools and media to deliver the right messages, in the right place, at the right time, for the right audience. The marketing communications planning framework (MCPF) identifies the following key steps in this process: context analysis; marketing communications objectives; marketing communications strategy; communications method; scheduling; resources; control and evaluation; and feedback.

■ Describe what culture is and explain how it can impact on the use of marketing communications.

Culture refers to the values, beliefs, ideas, customs, actions, and symbols that members of particular societies learn. Culture is important because it provides individuals within a society with a sense of identity and an understanding of what is deemed to be acceptable behaviour. Culture is learnt, the elements are interrelated, and culture is shared among members of a society or group. Organizations that practise marketing communications in international environments have to be fully aware of the cultural dimensions associated with each of their markets. In addition, they need to consider whether it is better to adopt a standardized approach and use the same unmodified campaigns across all markets, or to adapt campaigns to meet the needs of local markets.