# Marketing Communications: Solutions to Review Questions

## Chapter 1:

Review questions

List as many marketing communications activities as you can think of. There are some illustrations in Table 1.1 but these are generalisations. For example, what about company museums, chatrooms, and annual reports?

Answers

Marketing communications activities are any means of achieving the purpose of marketing communications, which is to “inform, persuade and remind customers (both internal and external) either through direct (for example, TV or Cinema advertising) or indirect means (for example, giving a product away free for trialling and PR purposes) about the products, services and brands the enterprise seeks to exchange” (Kotler et al, 2016: 630). There is a plethora of activities and here are a few examples:

**Advertising**: print and broadcast, outer packaging, inserts into packaging, motion pictures, brochures and booklets, posters, leaflets, directories, reprints of advertisements, billboards, dislay signs, point-of-purchase displays, audio-visual material, symbols and logos, videotapes.

**Sales promotions**: contests, games, sweepstakes, lotteries, gifts, fairs and trade shows, exhibits, demonstrations, coupons, low-interest pricing, trade-in allowances, tie-ins, sports, entertainment such as festivals & arts, causes, factory touris, company museums, street performance & activities.

**Public relations**: press kits, speeches, seminars, annual reports, chartibale donations, publications, community relations, lobbying, company magazine/website.

**Direct marketing**: catalogues, mailings, telemarketing, TV & electronic shopping, fax, email, voicemail, blogs, websites.

**Personal selling**: chatrooms, blogs, face-to-face, sales presentations, sales meetings, incentive programmes, samples, fairs and trade shows.

*(Adapted from Kotler et al, 2016, p. 632).*