Chapter 8

COMMUNICATION MANAGEMENT

-- SOLVED QUESTIONS --

1. **What is communication?**

   Communication is the transmittal of information from the seller to the buyer, and whose content refers to the product or the company that manufactures or sells it; it is done through different media, and its final goal is to stimulate demand. As a marketing tool, communication has the aim of communicating the existence of this product, to make its features, advantages and needs it satisfies known.

2. **Explain the concepts of "communication mix" and "communication 360 º."**

   A company does not usually use one only tool to make its products known; it combines some of the possible methods to communicate with the market in a way it considers more appropriate to reach its goals. This combination is called "communication-mix" and in a traditional way an "integrated communication campaign" (or "integrated marketing communication –IMC") uses a great variety of tools.

   At present the concept of integrated communication has evolved to '360º communication' one must not only reach goals, one must also closely study the public and communication must use all of the possible media and be proactive, integrated on different supports. Therefore, one combines corporate image, internal communication, public relations, loyalty, traditional advertising campaigns, on-line advertising, blogs to offer customers permanent communication…

3. **What is the concept and objectives of advertising?**

Advertising is one of the communication ways marketing uses, and it is the transmittal of impersonal and remunerated information, done through a mass media; it is aimed at a target group, in which the source is known, and it has a specific purpose, which, in an immediate way or not, tries to stimulate demand of a product or to change the opinion or behaviour if the consumer.

4. **Explain what is advertising product and institutional advertising.**

Product advertising is focused on the features of the product itself, the benefits it provides and its competitive position. Product advertising essentially ties to stimulate the specific or selective demand of a particular brand, generally over one of the competition.

On the other hand, institutional advertising shows an image of the company, enterprise or association or a social issue, with the aim of generating favorable attitudes and opinions towards them, which, later, will become a purchase or acceptance of the products it sells, or the ideas or programs it promotes.

5. **What is a briefing?**

To carry out the campaign, the agency must have prior information on the products' features, the company, the competitors, the campaign aims, the available budget, the target group and the length of the campaign. All of this information is given by the advertiser in a document called briefing.

6. **Explain what is an advertising agency and what are their specific departments of the profession.**

The advertising agency is a services company that makes or is in charge of the creation and production of the advertisements, as well as the selection of media and the programming of the advertising campaign. Agencies have different departments in order to carry out their work; from an advertising point of view, the more specific are the following: creative department, that develops the advertisement, graphically or audiovisually; accounts department,

that it is the contact between the advertiser and the other agency departments, it coordinates controls and supervises the work; media department, that it is responsible for the selection and media strategy, as well as its research and analysis.

7. Discuss what is "useful contacts" and what are their types.

When a teleoperator establishes a conversation with a person in the target group it becomes what is known as a 'useful contact', regardless of the result of the conversation. There are three types of useful contact:

- Positive useful contact: when the conversation reaches the objective of the campaign
- Follow-up useful contact: the individual is receptive to the offer, in the mid or long term.
- Void useful contact; the offer is turned down, trying to find out the reasons why.

8. What is a MGM program?

The MGM programs (Member get Member) are an evolution of direct marketing; they are based on offering an incentive to the already existing customers to get them to bring new customers. This type of program is used because a potential customer may rely on what is said by a friend about the goodness of a company or product more than if the company itself tells him/her directly through a salesperson or advertising.

9. Explain when the promotion is ineffective.

Promotion is ineffective in the following cases:

- When the product does not meet the consumers' expectations, or to change the rejection of a product.
- If the objective is brand loyalty.
- It is not adequate to modify the decreasing tendency of long term sales.
- To compensate the lack of preparedness of the sales network.
- It is not effective when one wishes to guarantee an appropriate distribution.

- To compensate the lack of advertising.

10. Discuss what is the buzz marketing.

Buzz marketing, on the one hand, is based on “word-of-mouth” communication and intends to, therefore, take advantage of the rumours that are spread quickly and exponentially. When a buzz marketing campaign is designed the aim is to start, spread and maintain the rumour the longest time possible and, also, to make sure that it doesn’t get falsified in the process or it is spread in a wild way. This type of marketing is also called “undercover marketing”.