

MBA- I semester, Paper- Marketing Management, MB 105, TOPIC- Publicity

Publicity

Publicity refers to the communication of any non-sponsored commercially significant information about a company or its product to the public through non-personal media without any financial charge to the company. In this explanation you can notice the following four expressions:

- I) Non-sponsored
- ii) Commercially significant information
- iii) Through non-personal media
- iv) Without a financial charge to the company

these four expressions in more detail to understand the meaning of publicity very clearly.

i) Non-sponsored: The information is not sponsored by the company. It is published or communicated voluntarily by the media. In other words, there is no sponsor of the publicity material.

ii) Commercially significant information: Information about the company or its product, are communicated in-publicity. The information should be commercially significant to the company.

iii) Disseminated by non-personal media: The information may be presented by nonpersonal media like radio, television, newspaper or magazine, etc. The message may be conveyed through discussions or debates (as in radio or TV), or editorial or news items (as in newspapers or magazines).

iv) Without a financial charge to the company: The publicity matter is presented voluntarily by the media. There is no payment made by the company to the media for, disseminating that information.

Publicity may be favourable or unfavourable to the company. When the publicity favourably reports about a product, it can positively influence the demand, for that product. On the other hand, unfavourable publicity may lead to reduced sale of the - product. Let us consider some simple examples of favourable and unfavourable publicity. You may have read film reviews in magazines or newspapers. These reviews are written by the magazine or newspaper staff. The producer of the film is in no way connected with it. In these reviews, there are comments on the story, music, photography.

performance of main artists, etc. These reviews count as publicity. If the comments in the review is not good; the viewers have a negative impression about the film and they are not eager to see the film. This is an example of unfavourable publicity. If the comments are good in the review, there is a positive impression about the film in the mind of viewer and many of them will see it. If is an example of favourable publicity.

In an attempt to obtain favourable publicity, companies engage in public relations. These public relations activities do not come under the purview of marketing department. It is, normally, managed by a special department called Public Relations Department.

