

MASTER OF BUSINESS ADMINISTRATION

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TOPIC-PROMOTION MIX ELEMENT.

Promotion mix is a dynamic concept and need to be reviewed from time to time. Necessary modification and improvement should be made in promotion mix in view of the changes in the environment of business.

Each component or elements of promotion i.e., Advertising, Personal Selling, Sales Promotion, Publicity, Public Relations, Direct Marketing and Internet Marketing are medium of communication in the field of marketing management.

All these components of the promotion mix must be combined properly to develop an integrated marketing Communication System for customers to have a clean and distinct image of the retailer.

Some of the elements of promotion mix are: -

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Publicity
5. Public Relations
6. Direct Marketing
7. Internet Marketing
8. Direct Mail
9. Trade Fairs and Exhibitions
10. Sponsorship.

