# Module 3 - Background

## Promotion

### Required Material

The following tutorial will give you an overview of the five main promotion strategies – advertising, public relations, sales promotion, direct marketing, and  personal selling:

[Marketing communication.](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11382) (2014). Pearson Learning Solutions. New York, NY.

<http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11382>

The following book chapter provides a solid overview of the five main promotion strategies along with some real world examples:

Tanner, J. & Raymond, M. (2012). The promotion (communication) mix. Marketing Priniciples. <http://2012books.lardbucket.org/books/marketing-principles-v1.0/s14-02-the-promotion-communication-mi.html>

The following reading goes into even more detail about the pros and cons of specific choices of media and other choices in promotion strategies:

Cheverton, P. (2004). Chapter 27: Promotion. *Key Marketing Skills : Strategies, Tools & Techniques for Marketing Success.* Kogan Page, London, GBR. [Ebrary]

Finally, for an overview of the latest trends in marketing promotion – including social media and other internet tools – read the following section of Chapter 7 from the following book.  Pay special attention to Table 7.2 on the pros and cons of different types of old media (e.g. newspapers, television) and new media (twitter, blogs, Facebook, etc.):

Kolah, A. (2012). Social media and PR strategy. *Guru in a Bottle: High Impact Marketing That Gets Results.* London, GBR: Kogan Page Ltd., pp. 260-275. [Ebrary]

Among the Optional Readings, Table 8.1 listing the advantages and disadvantages of different promotion strategies in Chapter 8 of Richardson and Gosnay (2010) is recommended but not required. There is also a BizSkill promotion interactive simulation that will help reinforce the concepts from this module.

### Optional Reading

[BizSkill: Promoting a product.](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11833) (2014). Pearson Learning Solutions. New York, NY.

http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11833

Richardson, N. & Gosnay, R. (2010). Chapter 8: How communication works. *Creating Success: Develop Your Marketing Skills*. Kogan Page Ltd., London, GBR. [Ebrary]

Ruskin-Brown, I. (2006). Chapter 4, Part 3: The marketing mix – marketing communications and promotion (marcomms). *Mastering Marketing*. Thorogood, London, GBR. [Ebrary]

Ramachandra, K., Chandrashekara, B., & Shivakumar, S. (2010). Chapter 6: Promotion strategies. *Marketing Management.* Himalaya Publishing House, Mumbai, IND. [Ebrary]