



MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu.



MUST KNOW CONCEPTS

MKC

MBA

2020 - 22

Course Code & Course Name : 19MBC01- Advertising and Promotions
Management
Year/Sem/Sec : II/III/-

| S.No. | Term | Notation (Symbol) | Concept / Definition / Meaning / Units / Equation / Expression | Units |
|---|------------------------|-------------------|--|-------|
| Unit-I : Introduction to Advertisement | | | | |
| 1. | Ad Space | | The space on a Web page open for potential advertisers | I |
| 2. | Advertise | | describe or draw attention to (a product, service, or event) in hope of catching the attention of consumers in a public vicinity | I |
| 3. | B2B | | Business-to-Business. Commerce transactions between businesses | I |
| 4. | Ad copy | | The printed text or spoken words in an advertisement. | I |
| 5. | Advertiser | | The manufacturer, service company, retailer, or supplier who advertises their product or service. | I |
| 6. | Advertising budget | | Money set aside by the advertiser to pay for advertising. There are a variety of methods for determining the most desirable size of an advertising budget. | I |
| 7. | Bait Advertising | | Advertising a product at a very low price, when it is difficult or even impossible to obtain the product for the price advertised. | I |
| 8. | Body copy | | The text of a print ad, not including the headline, logo, or subscript material. | I |
| 9. | Advertising elasticity | | The relationship between a change in advertising budget and the resulting change in product sales. | I |
| 10. | Client | | The ad agency's term for the advertisers it represents. | I |
| 11. | Commercial advertising | | Advertising that involves commercial interests rather than advocating a social or political cause | I |
| 12. | Coverage | | A measure of a media vehicle's reach, within a specific geographic area. | I |
| 13. | AIDA | | Stands for Attention, Interest, Desire, and Action. | I |
| 14. | Direct marketing | | Sending a promotional message directly to consumers, rather than via a mass medium. Includes methods such as Direct Mail and | I |

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| | | | Telemarketing | |
| 15. | National advertising | | Advertising which is aimed at a National Market, as opposed to Local Advertising. | I |
| 16. | Teaser advertising | | An ad designed to create curiosity and build excitement and interest in a product or brand without showing it. | I |
| 17. | Appeal | | The advertisement's selling message. | I |
| 18. | National brand | | A nationally distributed product brand name. May also be distributed regionally or locally. | I |
| 19. | Full-service agency | | An agency that handles all aspects of the advertising process, including planning, design, production, and placement | I |
| 20. | Green advertising | | Advertising that promotes a product or service's ability to help or, more likely, not hurt the environment | I |
| 21. | Newsprint | | A soft, coarse wood pulp paper used in printing newspapers. | I |
| 22. | Audience | | The number of people or households exposed to a vehicle, without regard to whether they actually saw or heard the material conveyed by that vehicle. | I |
| 23. | Consumer advertising | | Advertising directed at a person who will actually use the product for their own benefit, rather than to a business or dealer | I |
| 24. | Local advertising | | Advertising to a local merchant or business as opposed to regional or national advertising. | I |
| 25. | Persons using television (PUT) | | A percentage of all persons in a certain viewing area that are viewing television during a specific amount of time. | I |

Unit-II : Media Management

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| 26. | Point-of-Purchase (POP) | | Advertising display material located at the retail store, usually placed in an area where payment is made, such as a check-out counter. | II |
| 27. | Press release | | Factual and interesting information released to the media. | II |
| 28. | Copy testing | | Research to determine an ad's effectiveness, based on consumer responses to the ad | II |
| 29. | Media plan | | A plan designed to select the proper demographics for an advertising campaign through proper media selection. | II |
| 30. | Media strategy | | A plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media. | II |
| 31. | Integrated Marketing Communication (IMC) | | A management concept that is designed to make all aspects of marketing communication (e.g., advertising, sales promotion, public relations, and direct marketing) work together as a unified force, rather than permitting each to work in isolation. | II |
| 32. | Communication process | | A description or explanation of the chain-of-events involved in communicating information | II |

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| | | | from one party to another | |
| 33. | Logotype (logo) | | A brand name, publication title, or the like, presented in a special lettering style or typeface and used in the manner of a trademark. | II |
| 34. | Product life cycle | | A marketing theory in which products or brands follow a sequence of stages including : introduction, growth, maturity, and sales decline. | II |
| 35. | Reference group | | A group of people or organization of which an individual respects, identifies with, or aspires to join, e.g., membership or associative groups. | II |
| 36. | Retail advertising | | Advertising which promotes local merchandisers' goods and services. Also referred to as Local Advertising | II |
| 37. | Push money | | Cash payments made directly to the retailers' or wholesalers' sales force to encourage them to promote and sell a manufacturer's product | II |
| 38. | Script | | A written version of the commercial that provides a detailed description of its video and/or audio content. | II |
| 39. | Trade advertising | | Advertising targeted to wholesalers and retailers. | II |
| 40. | Waste coverage | | A situation where the coverage of the media exceeds the target audience. | II |
| 41. | Public relations (PR) | | Communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, or idea. | II |
| 42. | Publicity | | A type of public relations in the form of a news item or story which conveys information about a product, service, or idea in the media. | II |
| 43. | Promotional plan | | The framework for developing, implementing, and controlling the organization's communications program. | II |
| 44. | Relationship marketing | | An organization's effort to develop a long-term, cost-effective link with individual customers for mutual benefit. | II |
| 45. | Spot advertising | | Commercials aired on local television or radio stations, with the negotiation and purchase of time being made directly from the individual stations | II |
| 46. | Public relations firm | | An organization that develops and implements programs to manage a company's publicity, image, and affairs with consumers and other relevant publics. | II |
| 47. | Zapping | | The use of a remote control device to change channels and switch away from commercials | II |
| 48. | Transit advertising | | Advertising targeted to audiences exposed to commercial transportation facilities, including buses, taxis, trains, elevators, trolleys, airplanes, and subways. | II |
| 49. | Sales promotion agency | | An organization that specializes in the planning and implementation of promotional programs such as contests, sweepstakes, sampling, premiums, and incentive offers for | II |

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| | | | its clients. | |
| 50. | Sweepstakes | | A promotion whereby consumers submit their names for consideration in the drawing or selection of prizes and wherein winners are determined purely by chance | II |
| Unit-III : Design and Execution of Advertisements | | | | |
| 51. | Advertising | | A paid commercial message promoting the university and/or its campuses, units, programs, events, and people. An advertisement can appear in print or electronic publications, including internet sites and CD | III |
| 52. | Advertising Plan | | An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals. | III |
| 53. | Ad Copy | | All spoken words or printed text in an advertisement | III |
| 54. | Broadcast TV | | Television stations whose signals are carried to households over airwaves | III |
| 55. | Pop-Up | | An ad that appears in a separate window either on top of or underneath the user's current webpage. | III |
| 56. | Reach | | The total number of people or households exposed to an advertisement during a specified time | III |
| 57. | cost-per-click | | the cost or cost-equivalent paid per click-through | III |
| 58. | Brand loyalty | | Preference by a consumer for a particular brand that results in continual purchase of it | III |
| 59. | Brand manager | | The person responsible for the planning, implementation, and control of the marketing program for an individual brand | III |
| 60. | Mailing list | | A type of database containing names and addresses of present and/or potential customers who can be reached through a direct-mail campaign | III |
| 61. | Word-of-mouth communications | | cial channels of communication such as friends, neighbors, associates, coworkers, or family members. | III |
| 62. | Out-of-home advertising | | The variety of advertising forms including outdoor, transit, skywriting, and other media viewed outside the home | III |
| 63. | National spot | | All non-network advertising done by a national advertiser in local markets | III |
| 64. | Headline | | Words in the leading portion of the advertisement; the words that will be read first or are positioned to draw the most attention | III |
| 65. | Zippping | | Fast-forwarding through commercials during the playback of a program previously recorded on a VCR. | III |
| 66. | Share-of-audience | | The percentage of households watching television in a special time period that are tuned to a specific program | III |

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| 67. | Image advertising | | Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like. | III |
| 68. | Sponsorship | | When the advertiser assumes responsibility for the production and usually the content of the program as well as the advertising that appears within it | III |
| 69. | Storyboard | | series of drawings used to present the visual plan or layout of a proposed TV commercial. | III |
| 70. | Sweepstakes | | A promotion whereby consumers submit their names for consideration in the drawing or selection of prizes and wherein winners are determined purely by chance | III |
| 71. | Clutter | | The nonprogram material that appears in a broadcast environment, including commercials, promotional messages for shows, public service announcements, and the like. | III |
| 72. | Zapping | | The use of a remote control device to change channels and switch away from commercials | III |
| 73. | Market segmentation | | The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. | III |
| 74. | Trade-oriented sales promotion | | A sales promotion designed to motivate distributors and retailers to carry a product and make an extra effort to promote or “push” it to their customers | III |
| 75. | Trade advertising | | Advertising targeted to wholesalers and retailers | III |
| Unit-IV : Sales Promotion | | | | |
| 76. | Trade show | DESIGNING Est. 2000 | A type of exhibition or forum where manufacturers can display their products to current as well as prospective buyers | IV |
| 77. | Strategic marketing plan | | The planning framework for specific marketing activities. | IV |
| 78. | Teaser advertising | | An ad designed to create curiosity and build excitement and interest in a product or brand without showing it. | IV |
| 79. | Media Plan | | A document consisting of objectives, strategies, and tactics for reaching a target audience through various media vehicles | IV |
| 80. | Public relations firm | | An organization that develops and implements programs to manage a company’s publicity, image, and affairs with consumers and other relevant publics | IV |
| 81. | Communication | | The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver | IV |
| 82. | Sales promotion agency | | An organization that specializes in the planning and implementation of promotional programs such as contests, sweepstakes, sampling, premiums, and incentive offers for its clients. | IV |

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| 83. | Differentiation | | A situation where a particular company or brand is perceived as unique or better than its competitors. | IV |
| 84. | Electronic teleshopping | | Online shopping and information retrieval service that is accessed through a personal computer. | IV |
| 85. | Promotional plan | | the framework for developing, implementing, and controlling the organization's communications program | IV |
| 86. | Display advertising | | Advertising in newspapers and magazines that uses illustrations, photos, headlines, and other visual elements in addition to copy text | IV |
| 87. | Medium | | The general category of communication vehicles that are available for communicating with a target audience such as broadcast, print, direct mail, and outdoor | IV |
| 88. | Image advertising | | Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like | IV |
| 89. | Focus groups | | A qualitative marketing research method whereby a group of 10-12 consumers from the target market are led through a discussion regarding a particular topic such as a product, service, or advertising campaign | IV |
| 90. | Consumer behavior | | The process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. | IV |
| 91. | Spot advertising | | Commercials aired on local television or radio stations, with the negotiation and purchase of time being made directly from the individual stations. | IV |
| 92. | Promotional pull strategy | | A strategy in which advertising and promotion efforts are targeted at the ultimate consumers to encourage them to purchase the manufacturer's brand | IV |
| 93. | Interactive media | | A variety of media that allow the consumer to interact with the source of the message, actively receiving information and altering images, responding to questions, and so on | IV |
| 94. | Creative strategy | | A determination of what an advertising message will say or communicate to a target audience. | IV |
| 95. | Magazine network | | A group of magazines owned by one publisher or assembled by an independent network that offers advertisers the opportunity to buy space in a variety of publications through a package deal. | IV |
| 96. | National advertisers | | Companies that advertise their products or services on a nationwide basis or in most regions of the country | IV |
| 97. | Promotional push strategy | | A strategy in which advertising and promotional efforts are targeted to the trade to attempt to get them to promote and sell the product to the ultimate consumer | IV |

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| 98. | Mass media | | Nonpersonal channels of communication that allow a message to be sent to many individuals at one time | IV |
| 99. | Positioning | | The art and science of fitting the product or service to one or more segments of the market in such a way as to set it meaningfully apart from competition. | IV |
| 100. | Narrowcasting | | The reaching of a very specialized market through programming aimed at particular target audiences. | IV |
| Unit-V : Public Relations | | | | |
| 101. | Consumer-oriented sales promotion | | Sales promotion techniques that are targeted to the ultimate consumer such as coupons, samples, contests, rebates, sweepstakes, and premium offers | V |
| 102. | Perception | | The process by which an individual receives, organizes, and interprets information to create a meaningful picture of the world | V |
| 103. | Sales promotion agency | | organization that specializes in the planning and implementation of promotional programs such as contests, sweepstakes, sampling, premiums, and incentive offers for its clients. | V |
| 104. | Demographic segmentation | | A method of segmenting a market based on the demographic characteristics of consumers. | V |
| 105. | Promotional mix | | The tools used to accomplish an organization's communications objectives. | V |
| 106. | Public relations | | The management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance | V |
| 107. | Cost per thousand | | A computation used in evaluating the relative cost of various media vehicles that represents the cost of exposing 1,000 members of a target audience to an advertising message | V |
| 108. | Public relations firm | | An organization that develops and implements programs to manage a company's publicity, image, and affairs with consumers and other relevant publics | V |
| 109. | Creative strategy | | determination of what an advertising message will say or communicate to a target audience. | V |
| 110. | Cable television | | A form of television where signals are carried to households by wire rather than through the airways. | V |
| 111. | Concentrated marketing | | A type of marketing strategy whereby a firm chooses to focus its marketing efforts on one particular market segment | V |
| 112. | Cooperative advertising | | Advertising program in which a manufacturer pays a certain percentage of the expenses a retailer or distributor incurs for advertising the manufacturer's product in a local market area. | V |
| 113. | Creative tactics | | A determination of how an advertising message will be implemented so as to execute the creative strategy. | V |

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| 114. | Push money | | Cash payments made directly to the retailers' or wholesalers' sales force to encourage them to promote and sell a manufacturer's product | V |
| 115. | Creativity | | A quality possessed by persons that enables them to generate novel approaches, generally reflected in new and improved solutions to problems | V |
| 116. | Creativity | | A quality possessed by persons that enables them to generate novel approaches, generally reflected in new and improved solutions to problems | V |
| 117. | Database | | A listing of current and/or potential customers for a company's product or service that can be used for direct-marketing purposes | V |
| 118. | Regional networks | | A network that covers only a specific portion of the country | V |
| 119. | Green marketing | | The marketing and promotion of products on the basis of environmental sensitivity | V |
| 120. | Mailing list | | A type of database containing names and addresses of present and/or potential customers who can be reached through a direct-mail campaign | V |
| 121. | Creative tactics | | A determination of how an advertising message will be implemented so as to execute the creative strategy | V |
| 122. | Recall tests | | Advertising effectiveness tests designed to measure advertising recall | V |
| 123. | Response | | The set of reactions the receiver has after seeing, hearing, or reading a message | V |
| 124. | Strategic marketing plan | | The planning framework for specific marketing activities | V |
| 125. | Differentiation | | A situation where a particular company or brand is perceived as unique or better than its competitors. | V |
| Placement Questions | | | | |
| 126. | Direct-response advertising | | A form of advertising for a product or service that elicits a sales response directly from the advertiser | |
| 127. | Fairness Doctrine | | A Federal Communications Commission program that required broadcasters to provide time for opposing viewpoints on important issues | |
| 128. | Flighting | | A media scheduling pattern in which periods of advertising are alternated with periods of no advertising | |
| 129. | Game | | A promotion that is a form of sweepstakes because it has a chance element or odds of winning associated with it | |
| 130. | Index numbers | | A ratio used to describe the potential of a market | |
| 131. | Interconnects | | Groups of cable systems joined together for advertising purposes | |
| 132. | Marketing mix | | the controllable elements of a marketing program including product, price, promotion and place. | |
| 133. | Media buying services | | Independent companies that specialize in the buying of media, particularly radio and | |

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| | | | television time. | |
| 134. | Open rate structure | | A rate charged by newspapers in which discounts are available based on frequency or bulk purchases of space | |
| 135. | People meter | | An electronic device that automatically records a household's television viewing, including channels watched | |
| 136. | Promotional plan | | the framework for developing, implementing, and controlling the organization's communications program | |
| 137. | Qualified Prospects | | Those prospects that are able to make the buying decision | |
| 138. | Ratings point | | A measurement used to determine television viewing audiences in which one ratings point is the equivalent of 1 percent of all of the television households in a particular area tuned to a specific program. | |
| 139. | Script | | A written version of the commercial that provides a detailed description of its video and/or audio content | |
| 140. | Superstations | | Independent local stations that send their signals via satellite to cable operators that, in turn | |
| 141. | Tele-media | | The use of telephone and voice information services (800, 900, 976 numbers) to market, advertise, promote, entertain, and inform | |
| 142. | Trade advertising | | Advertising targeted to wholesalers and retailers | |
| 143. | Unique selling proposition | | An advertising strategy that focuses on a product or service attribute that is distinctive to a particular brand and offers an important benefit to the customer. | |
| 144. | Waste coverage | | A situation where the coverage of the media exceeds the target audience. Webcasting | |
| 145. | Yellow Pages advertising | | Advertisements that appear in the various Yellow-Pages-type phone directories | |
| 146. | Magazine network | | A group of magazines owned by one publisher or assembled by an independent network that offers advertisers the opportunity to buy space in a variety of publications through a package deal. | |
| 147. | Infomercials | | Television commercials that are very long, ranging from several minutes to an hour | |
| 148. | HUT | | Households using television | |
| 149. | GRPs | | Gross ratings points | |
| 150. | Flat rates | | A standard newspaper advertising rate where no discounts are offered for large-quantity or repeated space buys | |

Faculty Team Prepared

Signature

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DESIGNING YOUR FUTURE

Estd : 2000