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Marketing Essentials – Chapter 17.
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17.1 public relations Activities that help an organization to influence a target audience. Personal Selling Advertising Direct Marketing Sales Promotion Public Relations (PR) The Promotional Mix Direct

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contact Expensive Advertising is everywhere Mail E-marketing Telemarketing Social media Coupons Money-off promotions Product samples Displays News releases Social media

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Promotional Concepts and
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Chapter 17 Promotional Concepts
and Strategies CHAPTER
SECTION PERFORMANCE
INDICATOR 17.1 Explain the role
of promotion as a marketing
function Identify the elements of
the promotional mix 17.2 Explain
the nature of a promotional plan
Identify types of public relations
activities Coordinate activities in
the promotional mix

~~Unit Overview - South Lake~~
Marketing
SECTION 17.2 Sales Promotion
Loyalty Marketing Programs

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Loyalty marketing programs, also called frequent buyer programs, reward customers for making multiple purchases. Loyalty marketing was popularized in the 1980s by the airline industry, which instituted frequent flier programs. 17 SECTION 17.2 Sales Promotion Product Placement

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17. A customer asks for a solution
to a printer problem that is beyond
the knowledge level of the
technician. What should the
technician do? Try to fix the
problem anyway. Tell the
customer to call the printer
manufacturer to fix the problem.
Gather as much information as
possible and escalate the

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problem.*

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Section 1.2 The Importance of Marketing
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