

MCM212

MARKETING FOUNDATIONS FOR PUBLIC RELATIONS AND ADVERTISING



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Course code: MCM 212

Course title: Marketing Foundations for Public Relations and Advertising

Course credit load: 2 Units

Series 1: Foundations of Marketing and Communication

Series Outline

Part 1: Defining Marketing and Its Core Concepts

Sub-Part 1.1: Meaning and scope of marketing

Sub-Part 1.2: Evolution of marketing thought

Sub-Part 1.3: Importance of marketing in organisational and societal contexts

Part 2: Communication in Marketing

Sub-Part 2.1: Role of communication in solving marketing problems

Sub-Part 2.2: Types of communication in marketing (internal and external)

Sub-Part 2.3: Barriers to effective communication in marketing

Part 3: Marketing Mix as a Framework

Sub-Part 3.1: Overview of the marketing mix (4Ps)

Sub-Part 3.2: Linking communication to each element of the mix

Sub-Part 3.3: Case examples of communication solutions in marketing mix application

Part 4: Advertising and Public Relations as Communication Tools

Sub-Part 4.1: Advertising as a promotional strategy

Sub-Part 4.2: Public relations in marketing communication

Sub-Part 4.3: Integrating advertising and PR for effective marketing outcomes

Introduction

Marketing refers to the process of identifying, anticipating, and satisfying customer needs through the creation and exchange of products, services, or ideas. It is a vital activity in every organisation because it provides the means through which offerings are presented to the public. Without marketing, even the best innovations may remain unnoticed. **Communication**, which is the act of transmitting information between parties, plays a central role in this process, since it is through effective messages that organisations connect with audiences, solve problems, and build lasting relationships. This Series therefore sets the foundation for your study of marketing and communication, preparing you to appreciate their importance in public relations and advertising.



The aim of this Series is to equip you with a clear understanding of the basic principles of marketing and to show you how communication serves as a solution to marketing challenges.

We shall commence this Series by defining marketing and exploring its scope and significance. Next, we will examine the role of communication in addressing marketing problems, including the types and barriers of communication. Following that, we will study the **marketing mix**, which is a framework of four elements used to design marketing strategies, and see how communication can be linked to each of its components. Finally, we will wrap up by considering **advertising** and **public relations (PR)** as communication tools that can be applied to promote products, organisations, or ideas.

Series Learning Outcomes

Upon completing this Series, you should be able to:

SLO 1.1 define **marketing** and explain its scope,

SLO 1.2 analyse the role of **communication** in solving marketing problems,

SLO 1.3 describe the elements of the **marketing mix** and relate them to communication strategies,

SLO 1.4 evaluate **advertising** as a tool for marketing communication, and

SLO 1.5 demonstrate how **public relations (PR)** can be applied to promote products, organisations, or ideas.

1.1 Defining Marketing And Its Core Concepts

1.1.1 Meaning and scope of marketing

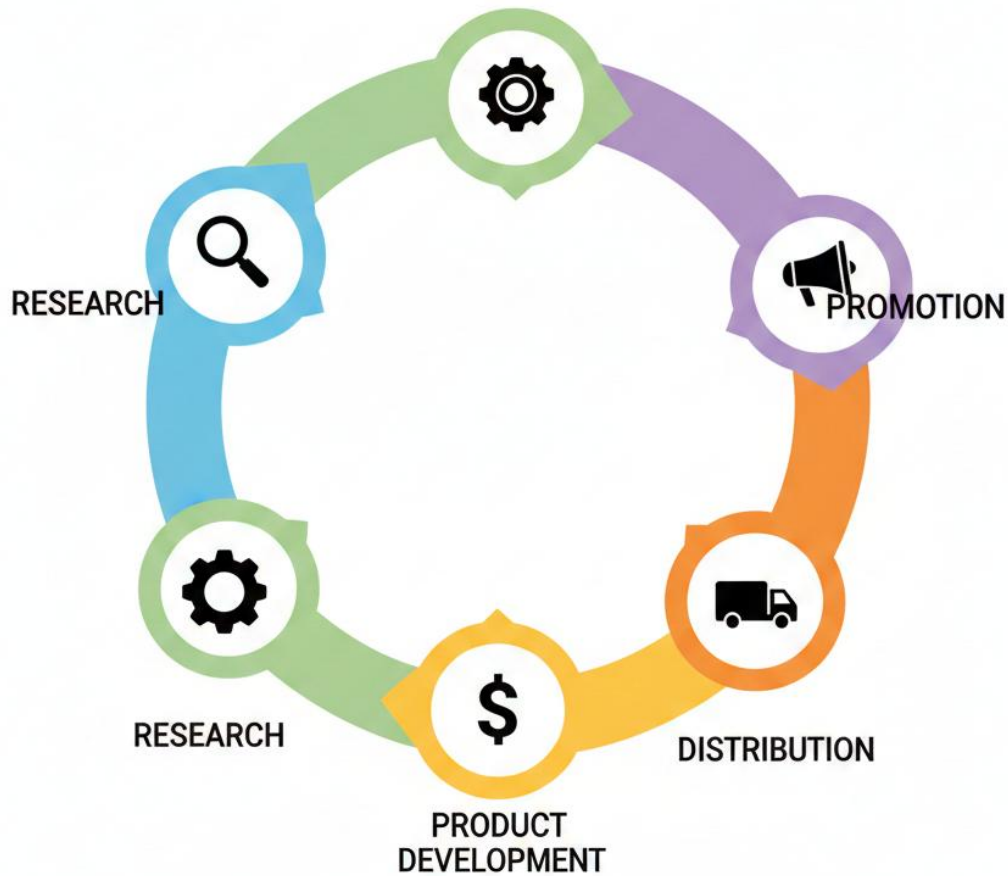
Marketing is the process of identifying, anticipating, and satisfying customer needs through the creation and exchange of products, services, or ideas. It is not limited to selling or advertising, but encompasses research, product development, pricing, distribution, and communication. The **scope of marketing** extends beyond businesses to include non-profit organisations, governments, and individuals who wish to promote causes, ideas, or personal brands.

Marketing is often described as both an **art** and a **science**. It is an art because it requires creativity in designing campaigns and messages, and it is a science because it relies on systematic research, data analysis, and strategic planning.

Fill in the blank: Marketing is both an _____ and a science because it requires creativity and systematic planning.



MARKETING SCOPE



Source: OER Foundation

Diagram showing the broad scope of marketing activities (research, product development, pricing, distribution, promotion).

Figure 1.1 Scope of marketing activities

1.1.2 Evolution of marketing thought

The history of marketing thought shows how the discipline has evolved over time. Initially, marketing was equated with **selling**, where the focus was on persuading customers to buy products. Later, the **production orientation** dominated, emphasising efficiency and mass

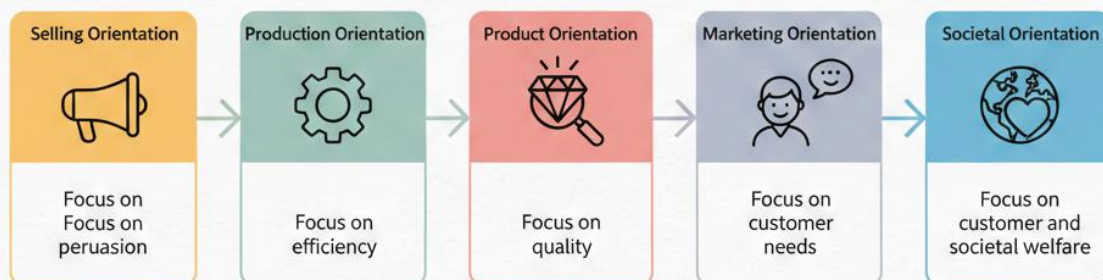


production. This was followed by the **product orientation**, which stressed quality and innovation.

Eventually, the **marketing orientation** emerged, placing customer needs at the centre of business activities. Today, many organisations adopt a **societal marketing orientation**, which considers not only customer satisfaction but also the long-term welfare of society.

Fill in the blank: The _____ orientation places customer needs at the centre of business activities.

EVOLUTION OF MARKETING ORIENTATIONS



OER

Box 1.1 Key stages in the evolution of marketing thought



1.1.3 Importance of marketing in organisational and societal contexts

Marketing is crucial for organisations because it helps them identify opportunities, design strategies, and build relationships with customers. It ensures that products and services reach the right audience at the right time. For society, marketing creates awareness of useful products and ideas, supports employment, and contributes to economic growth.

In addition, marketing plays a role in shaping cultural values and addressing social issues. For example, campaigns promoting health, education, or environmental sustainability demonstrate how marketing can serve societal needs.

Fill in the blank: Marketing contributes to _____ growth by creating awareness, supporting employment, and driving demand.





Image showing a community health campaign poster as an example of societal marketing.
Plate 1.1 Example of marketing serving societal needs

Pilot questions 1.1

What is the best definition of marketing?

How has marketing thought evolved from selling orientation to societal orientation?

Why is marketing described as both an art and a science?

In what ways is marketing important for organisations?



How does marketing contribute to economic growth and societal welfare?

1.2 Communication In Marketing

1.2.1 Role of communication in solving marketing problems

Communication is the process of transmitting information between parties. In marketing, it serves as the bridge between organisations and their audiences. Effective communication helps to clarify product benefits, address customer concerns, and build trust. When marketing problems arise, such as poor sales or negative perceptions, communication provides solutions by reshaping messages, adjusting tone, or selecting better channels.

Fill in the blank: Communication acts as a _____ between organisations and their audiences.



MARKETING COMMUNICATION FLOW



Source: Open Educational Resource (OER)

Diagram showing communication flow between organisation, message, channel, and audience.

Figure 1.2 Communication flow in marketing

1.2.2 Types of communication in marketing

Marketing communication can be **internal**, directed at employees and stakeholders, or **external**, directed at customers and the public. Internal communication ensures that staff understand organisational goals and can deliver consistent service. External communication includes advertising, public relations, sales promotion, and digital messaging.



Fill in the blank: Communication directed at employees and stakeholders is called _____ communication.

Feature	Internal Communication	External Communication
Primary Audience	Employees, managers, and board members.	Customers, prospects, media, and the general public.
Main Goal	Alignment, culture building, and employee "buy-in."	Brand awareness, lead generation, and sales.
Tone	Collaborative, transparent, and instructional.	Persuasive, professional, and brand-consistent.
Channels	Slack/Teams, Intranets, town halls, internal memos.	Social media, TV/Web ads, billboards, press releases.
Impact of Failure	Low morale, confusion, and inconsistent brand delivery.	Poor reputation, lost revenue, and market share decline.

Table 1.1 Types of communication in marketing

1.2.3 Barriers to effective communication in marketing

Barriers such as **noise**, **misinterpretation**, or **inappropriate channels** can reduce the effectiveness of marketing communication. Noise refers to distractions that distort the message, while misinterpretation occurs when audiences misunderstand the intended meaning. Choosing inappropriate channels, such as using print media for a digital-savvy audience, can also hinder communication.

Fill in the blank: Distractions that distort the marketing message are referred to as _____.



BARRIERS TO MARKETING COMMUNICATION



NOISE

Too many messages, clutter, and distractions that prevent the message from being heard



MISINTERPRETATION

Cultural differences, language barriers, or unclear messaging leading to incorrect understanding



INAPPROPRIATE CHANNELS

Using the wrong platforms or mediums that do not reach the target audience effectively



LACK OF CREDIBILITY

Distrust in the source, inconsistent messaging, or perceived dishonesty from the brand



SOURCE: OER COMMONS

Box 1.2 Common barriers to effective marketing communication

Pilot questions 1.2

What role does communication play in solving marketing problems?

Distinguish between internal and external communication in marketing.

What are some examples of external communication tools?

Identify three barriers to effective communication in marketing.

Why is choosing the right communication channel important?



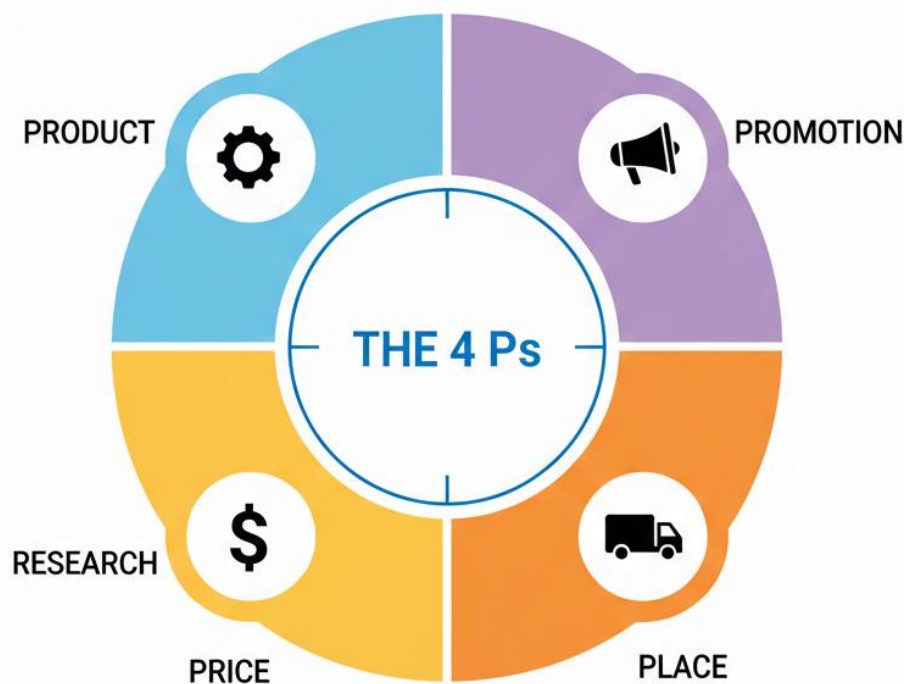
1.3 Marketing Mix As A Framework

1.3.1 Overview of the marketing mix (4Ps)

The **marketing mix** refers to the set of controllable variables that organisations use to influence customer decisions. Traditionally, it is described as the **4Ps: Product, Price, Place, and Promotion**. Each element must be carefully designed to meet customer needs and organisational goals.

Fill in the blank: The four elements of the marketing mix are product, price, place, and _____.

MARKETING MIX: THE 4 Ps



Source: OER Foundation

Diagram showing the 4Ps of marketing mix in a circular framework.

Figure 1.3 The 4Ps of the marketing mix



1.3.2 Linking communication to each element of the mix

Communication plays a role in each element of the marketing mix. For **Product**, communication explains features and benefits. For **Price**, it justifies value and affordability. For **Place**, it informs customers about availability and distribution channels. For **Promotion**, communication is the core, using advertising, PR, and sales promotion to reach audiences.

Fill in the blank: Communication helps justify the _____ of a product by explaining its value.

Element	Communication Role	Key Message to Consumer
Product	Explains features and benefits	"This is what I can do for you and how I solve your problem."
Price	Justifies value and affordability	"This is how much I am worth and who I am positioned for."
Place	Informs about availability and distribution	"This is where you can find me and how convenient I am to get."
Promotion	Delivers persuasive messages	"This is why you should choose me over the alternatives."

Table 1.2 Communication roles in the marketing mix

1.3.3 Case examples of communication solutions in marketing mix application

Consider a company launching a new smartphone. Communication highlights the **product** features such as camera quality. It explains the **price** by comparing value with competitors. It informs customers about **place**, such as online stores or retail outlets. Finally, it promotes the phone through advertising and PR campaigns.

Fill in the blank: Highlighting camera quality in a smartphone launch is an example of communication linked to the _____ element of the marketing mix.





Image showing a smartphone advertisement highlighting product features.

Plate 1.2 Example of communication applied to the marketing mix

Pilot questions 1.3

What are the four elements of the marketing mix?

How does communication support the product element of the mix?

In what way does communication justify pricing decisions?



Why is communication important in informing customers about distribution channels?

Provide an example of how communication can be applied to promotion in the marketing mix.

1.4 Advertising And Public Relations As Communication Tools

1.4.1 Advertising as a promotional strategy

Advertising is a paid form of communication used by organisations to inform, persuade, or remind audiences about products, services, or ideas. It relies on mass media such as television, radio, print, and digital platforms to reach large audiences. Advertising is strategic because it creates awareness, builds brand identity, and influences consumer behaviour.

Fill in the blank: Advertising is a _____ form of communication that informs, persuades, or reminds audiences.





Image showing a billboard advertisement for a consumer product.

Plate 1.3 Example of advertising as a promotional strategy

1.4.2 Public relations in marketing communication

Public relations (PR) refers to the deliberate effort to build and maintain a positive image of an organisation, product, or individual. Unlike advertising, PR is often unpaid and relies on credibility through media coverage, press releases, events, and community engagement. PR helps organisations manage reputation, respond to crises, and strengthen relationships with stakeholders.



Fill in the blank: Public relations is the deliberate effort to build and maintain a positive _____ of an organisation.



Diagram showing PR activities such as press releases, events, and community engagement.

Figure 1.4 Public relations activities in marketing communication

1.4.3 Integrating advertising and PR for effective marketing outcomes

Advertising and PR are most effective when integrated. Advertising provides visibility and reach, while PR adds credibility and trust. For example, a company launching a new product may use advertising to create awareness and PR to secure favourable media coverage. Together, they

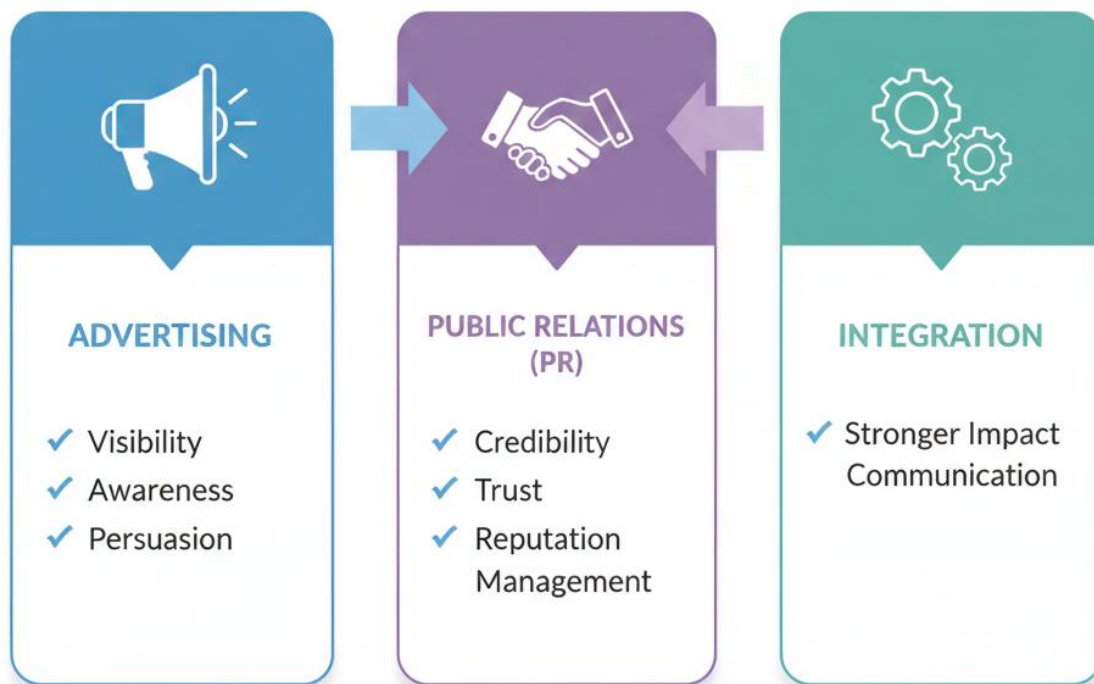


reinforce each other, ensuring that promotional messages are both widely seen and positively received.

Fill in the blank: Advertising provides visibility, while PR adds _____ to marketing communication.

ADVERTISING VS. PR & INTEGRATION

Strengthening Communication for Stronger Impact



Source: OER Foundation

Box 1.3 Integrating advertising and PR

Pilot questions 1.4

What is advertising and how does it function as a promotional strategy?

How does public relations differ from advertising in marketing communication?



What are some common activities used in public relations?

Why is it important to integrate advertising and PR in marketing campaigns?

Provide an example of how advertising and PR can complement each other in promoting a product.

Series Summary

This Series has introduced you to the foundations of marketing and communication, setting the stage for your study of public relations and advertising. We began by defining **marketing**, exploring its scope, and tracing the evolution of marketing thought from selling orientation to societal orientation. We then examined the role of **communication** in solving marketing problems, distinguishing between internal and external communication, and identifying barriers that can hinder effectiveness. Following that, we studied the **marketing mix**, linking communication to each of its four elements and considering practical examples of how messages support product, price, place, and promotion. Finally, we explored **advertising** and **public relations (PR)** as communication tools, highlighting how they can be integrated to achieve stronger marketing outcomes.

By completing this Series, you should now be able to define marketing and explain its scope, analyse the role of communication in addressing marketing problems, describe the elements of the marketing mix and relate them to communication strategies, evaluate advertising as a promotional tool, and demonstrate how PR can be applied to promote products, organisations, or ideas. These abilities directly align with the Series Learning Outcomes (SLOs) and provide you with a solid foundation for the rest of the course.

Glossary of Terms

Advertising: A paid form of communication used to inform, persuade, or remind audiences about products, services, or ideas, often through mass media.

Communication: The process of transmitting information between parties, serving as a bridge between organisations and their audiences.

Marketing: The process of identifying, anticipating, and satisfying customer needs through the creation and exchange of products, services, or ideas.

Marketing mix: A framework of controllable variables, traditionally described as the 4Ps: product, price, place, and promotion.

Noise: Any distraction or interference that distorts the intended marketing message.

Product orientation: A marketing approach that emphasises product quality and innovation.

Production orientation: A marketing approach that focuses on efficiency and mass production.



Public relations (PR): The deliberate effort to build and maintain a positive image of an organisation, product, or individual, often through unpaid media coverage and community engagement.

Selling orientation: An early marketing approach focused on persuading customers to buy products.

Societal marketing orientation: A modern approach that considers customer satisfaction alongside the long-term welfare of society.

Concept Check Questions 1

Objective questions

Define marketing and state its scope. (Linked to SLO 1.1)

Identify two barriers to effective communication in marketing. (Linked to SLO 1.2)

List the four elements of the marketing mix. (Linked to SLO 1.3)

State one difference between advertising and public relations. (Linked to SLO 1.4)

Short-answer questions

5. Explain why marketing is described as both an art and a science. (Linked to SLO 1.1)

6. Describe how communication can solve marketing problems. (Linked to SLO 1.2)

7. How does communication support the product element of the marketing mix? (Linked to SLO 1.3)

8. Give an example of how advertising and PR can complement each other in promoting a product. (Linked to SLO 1.5)

Long-answer questions

9. Analyse the evolution of marketing thought from selling orientation to societal orientation. (Linked to SLO 1.1)

Basic response: Outline the stages of selling, production, product, marketing, and societal orientations.

Value-added response: Discuss how each orientation reflects changes in consumer expectations and societal needs, and evaluate their relevance in today's marketing environment.

Evaluate the importance of integrating advertising and PR for effective marketing outcomes. (Linked to SLO 1.4 and SLO 1.5)

Basic response: Explain how advertising provides visibility and PR adds credibility.

Value-added response: Provide a case example of a campaign where integration of advertising and PR led to stronger impact, and critically assess why integration is more effective than using either tool alone.

Answers to Concept Check Questions 1



Marketing is the process of identifying, anticipating, and satisfying customer needs through products, services, or ideas. Its scope includes businesses, non-profits, governments, and individuals.

Noise, misinterpretation, and inappropriate channels.

Product, Price, Place, Promotion.

Advertising is paid communication, while PR is unpaid and relies on credibility.

Marketing requires creativity (art) and systematic planning based on research (science).

Communication clarifies product benefits, addresses customer concerns, and builds trust, thereby solving marketing problems.

Communication explains product features and benefits to customers.

Advertising creates awareness of a product, while PR secures favourable media coverage, together reinforcing the message.

Basic response: Selling orientation focused on persuasion, production on efficiency, product on quality, marketing on customer needs, and societal on long-term welfare.

Value-added response: Each orientation reflects shifts in consumer expectations and societal priorities, with societal orientation being most relevant today due to sustainability concerns.

Basic response: Advertising provides visibility, PR adds credibility, and integration strengthens impact.

Value-added response: For example, a smartphone launch campaign used advertising to highlight features and PR to secure positive reviews, showing that integration ensures both reach and trust.

Answers to Pilot Questions 1.1

Marketing is the process of identifying, anticipating, and satisfying customer needs.

Marketing thought evolved from selling orientation, to production, product, marketing, and societal orientations.

Marketing is both an art and a science because it requires creativity and systematic planning.

Marketing helps organisations identify opportunities, design strategies, and build customer relationships.

Marketing contributes to economic growth by creating awareness, supporting employment, and driving demand.

Answers to Pilot Questions 1.2

Communication plays a role in solving marketing problems by clarifying product benefits, addressing customer concerns, and building trust.



Internal communication is directed at employees and stakeholders, while external communication is directed at customers and the public.

Examples of external communication tools include advertising, public relations, sales promotion, and digital messaging.

Barriers to effective communication include noise, misinterpretation, and inappropriate channels.

Choosing the right communication channel is important because it ensures messages reach the intended audience effectively.

Answers to Pilot Questions 1.3

The four elements of the marketing mix are product, price, place, and promotion.

Communication supports the product element by explaining features and benefits to customers.

Communication justifies pricing decisions by highlighting value and affordability.

Communication informs customers about distribution channels and product availability.

An example of communication applied to promotion is using advertising campaigns to persuade customers.

Answers to Pilot Questions 1.4

Advertising is a paid form of communication that informs, persuades, or reminds audiences about products, services, or ideas.

Public relations differs from advertising because it is often unpaid and relies on credibility through media coverage and community engagement.

Common PR activities include press releases, events, and community engagement.

Integrating advertising and PR is important because advertising provides visibility while PR adds credibility, resulting in stronger impact.

An example of advertising and PR complementing each other is a product launch where advertising creates awareness and PR secures favourable media coverage.

References and Attributions [Series 1]

This section provides references and attributions for the instructional content, illustrations, and open educational resources (OERs) suggested in **Series 1: Foundations of Marketing and Communication**. Entries are presented in APA style for clarity and consistency.

General References

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.



Fill, C., & Turnbull, S. (2019). *Marketing Communications: Discovery, Creation and Conversations* (8th ed.). Pearson Education.

Jobber, D., & Ellis-Chadwick, F. (2019). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill Education.

Illustrations and OER Suggestions

Figure 1.1 Scope of marketing activities

AI prompt: “Generate a simple infographic showing marketing scope: research, product development, pricing, distribution, promotion.”

Suggested OER search string: “scope of marketing infographic OER.”

Box 1.1 Key stages in the evolution of marketing thought

AI prompt: “Create a timeline diagram showing evolution of marketing orientations.”

Suggested OER search string: “evolution of marketing thought timeline OER.”

Plate 1.1 Example of marketing serving societal needs

AI prompt: “Generate an image of a health awareness campaign poster with community focus.”

Suggested OER search string: “societal marketing campaign poster OER.”

Figure 1.2 Communication flow in marketing

AI prompt: “Create a simple diagram showing communication flow: organisation → message → channel → audience.”

Suggested OER search string: “marketing communication flow diagram OER.”

Table 1.1 Types of communication in marketing

AI prompt: “Generate a simple table comparing internal vs external communication in marketing.”

Suggested OER search string: “internal vs external marketing communication OER.”

Box 1.2 Common barriers to effective marketing communication

AI prompt: “Create a list-style infographic showing barriers to marketing communication.”

Suggested OER search string: “barriers to marketing communication infographic OER.”

Figure 1.3 The 4Ps of the marketing mix

AI prompt: “Generate a circular diagram showing the 4Ps of marketing mix: product, price, place, promotion.”



Suggested OER search string: “4Ps marketing mix diagram OER.”

Table 1.2 Communication roles in the marketing mix

AI prompt: “Generate a table showing communication roles in the 4Ps of marketing mix.”

Suggested OER search string: “communication in marketing mix OER.”

Plate 1.2 Example of communication applied to the marketing mix

AI prompt: “Generate an image of a smartphone advertisement highlighting camera quality.”

Suggested OER search string: “smartphone marketing campaign OER.”

Plate 1.3 Example of advertising as a promotional strategy

AI prompt: “Generate an image of a billboard advertisement promoting a consumer product.”

Suggested OER search string: “billboard advertising campaign OER.”

Figure 1.4 Public relations activities in marketing communication

AI prompt: “Create a diagram showing PR activities: press releases, events, community engagement.”

Suggested OER search string: “public relations activities diagram OER.”

Box 1.3 Integrating advertising and PR

AI prompt: “Create a comparison chart showing advertising vs PR and their integration.”

Suggested OER search string: “advertising and PR integration chart OER.”



Course code: MCM 212

Course title: Marketing Foundations for Public Relations and Advertising

Course credit load: 2 Units

Series Outline

Part 2.1: Concept and Structure of the Marketing Mix

Sub-Part 2.1.1: Definition and purpose of the marketing mix

Sub-Part 2.1.2: Evolution from 4Ps to extended frameworks

Part 2.2: Elements of the Marketing Mix

Sub-Part 2.2.1: Product

Sub-Part 2.2.2: Price

Sub-Part 2.2.3: Place

Sub-Part 2.2.4: Promotion

Part 2.3: Communication Solutions in the Marketing Mix

Sub-Part 2.3.1: Linking communication to product decisions

Sub-Part 2.3.2: Communication strategies for pricing

Sub-Part 2.3.3: Communication in distribution and placement

Sub-Part 2.3.4: Communication in promotion

Part 2.4: Integrating Communication Across the Mix

Sub-Part 2.4.1: Importance of consistency in messaging

Sub-Part 2.4.2: Case examples of integrated communication strategies

Introduction

In the previous Series, we explored the foundations of marketing and communication, focusing on how organisations connect with audiences and solve marketing problems. Building on that knowledge, this Series turns to the **marketing mix**, a framework that guides decision-making in product design, pricing, distribution, and promotion. By examining how communication supports each element, you will see how messages can be tailored to reinforce value, availability, and benefits, ensuring that marketing strategies are both effective and consistent.

The aim of this Series is to deepen your understanding of the marketing mix and to show you how communication can be applied across its elements to achieve stronger marketing outcomes.



We shall commence this Series by considering how communication can be integrated across the mix, highlighting the importance of consistency and presenting case examples. Next, we will examine communication solutions applied to product, price, place, and promotion. Following that, we will study each element of the marketing mix in detail. Finally, we will conclude by revisiting the concept and structure of the marketing mix, including its evolution from the traditional 4Ps to extended frameworks.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- SLO 2.1** evaluate the importance of integrating communication strategies across the marketing mix,
- SLO 2.2** apply communication solutions to product, price, place, and promotion decisions,
- SLO 2.3** describe the four elements of the marketing mix (product, price, place, promotion),
- SLO 2.4** define the concept of the marketing mix and explain its purpose, and
- SLO 2.5** analyse the evolution of the marketing mix from the traditional 4Ps to extended frameworks.

2.1 Concept And Structure Of The Marketing Mix

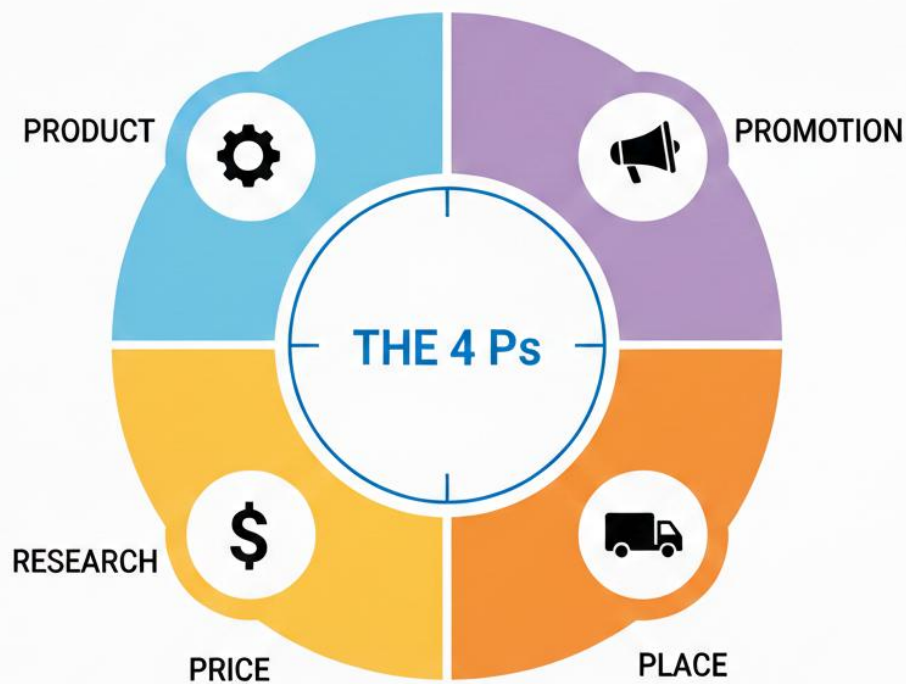
2.1.1 Definition and purpose of the marketing mix

The **marketing mix** is a framework that helps organisations plan and implement strategies to meet customer needs and achieve business goals. Traditionally, it is described as the **4Ps**: **Product, Price, Place, and Promotion**. Each element represents a controllable variable that can be adjusted to influence customer decisions. The purpose of the marketing mix is to provide a structured approach to decision-making, ensuring that all aspects of marketing work together to deliver value.

Fill in the blank: The four elements of the marketing mix are product, price, place, and _____.



MARKETING MIX: THE 4 Ps



Source: OER Foundation

Diagram showing the 4Ps of the marketing mix in a circular framework.

Figure 2.1 The 4Ps of the marketing mix

2.1.2 Evolution from 4Ps to extended frameworks

Over time, the marketing mix has evolved to include additional elements beyond the traditional 4Ps. For example, the **7Ps** framework adds **People**, **Process**, and **Physical evidence**, which are especially relevant in service industries. These extensions recognise that customer experiences depend not only on the product and promotion but also on the people delivering the service, the processes involved, and the tangible cues that reassure customers of quality.



Fill in the blank: The extended marketing mix adds people, process, and _____ evidence to the traditional 4Ps.

Framework	Core Elements	Additional Elements for Services
4Ps Mix	Product, Price, Place, Promotion	<i>Not included</i>
7Ps Mix	Product, Price, Place, Promotion	People, Process, Physical evidence

Box 2.1 Evolution of the marketing mix frameworks

Pilot questions 2.1

What is the definition of the marketing mix?

State the purpose of the marketing mix in marketing decision-making.

List the four elements of the traditional marketing mix.

What additional elements are included in the extended 7Ps framework?

Why are people, process, and physical evidence important in service marketing?

2.2 Elements Of The Marketing Mix

2.2.1 Product

The **product** refers to the goods, services, or ideas offered to customers. It includes features, design, quality, and branding. Communication supports product decisions by explaining benefits, differentiating from competitors, and building customer trust.

Fill in the blank: Communication supports product decisions by explaining _____ and building trust.



AQUACHARGE: HYDRATE SMARTER





SMART HYDRINATION
Tracks Intake & Goals



ALL-DAY POWER
30-Day Battery Life



SEAMLESS APP SYNC
Personalized Insights

Stay Refreshed. Stay Connected. Get Yours Today!



Image showing a branded product with highlighted features.
Plate 2.1 Example of product communication

2.2.2 Price

Price is the amount customers pay for a product or service. It reflects value, affordability, and positioning in the market. Communication justifies pricing decisions by explaining value, offering comparisons, and highlighting affordability.

Fill in the blank: Price reflects value, affordability, and _____ in the market.



Pricing Strategy	Communication Role	Key Messaging Focus
Premium Pricing	Highlights exclusivity and quality	Focuses on prestige, superior craftsmanship, and status.
Penetration Pricing	Emphasizes affordability and accessibility	Focuses on low barriers to entry, "limited time" introductory offers, and volume.
Competitive Pricing	Shows value compared to rivals	Focuses on "more for less," benchmarking against industry leaders, and reliability.
Psychological Pricing	Influences perception of value	Focuses on the "bargain" feel (e.g., \$9.99 instead of \$10.00) or simplicity.

Table 2.1 Communication roles in pricing decisions

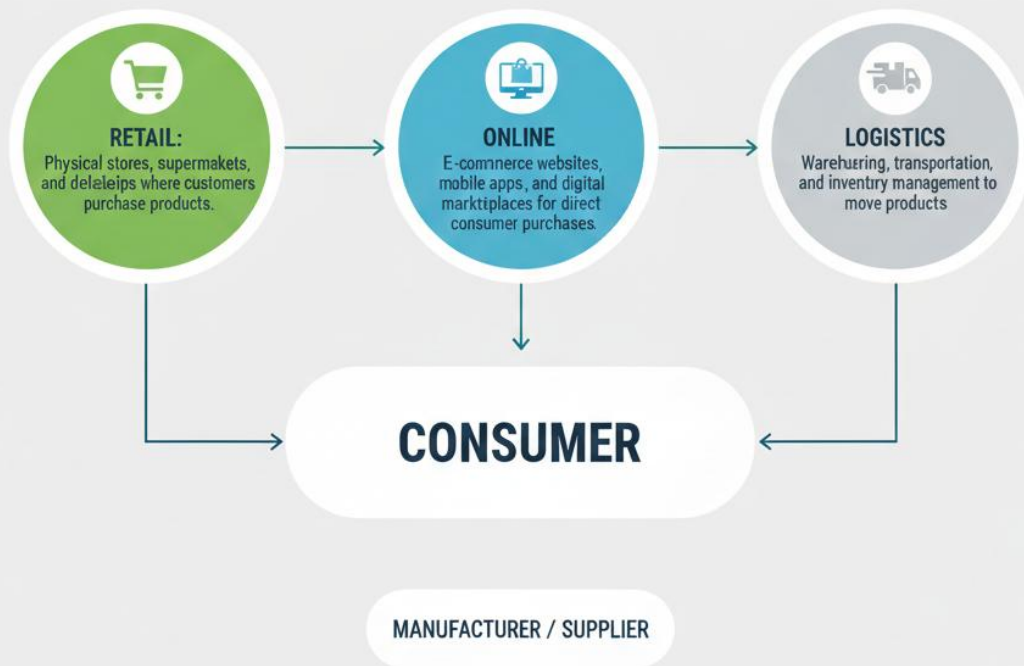
2.2.3 Place

Place refers to the distribution channels through which products reach customers. It includes retail outlets, online platforms, and logistics. Communication informs customers about availability, accessibility, and convenience.

Fill in the blank: Place refers to the _____ channels through which products reach customers.



DISTRIBUTION CHANNELS



 SOURCE: OER COMMONS

Diagram showing distribution channels: retail, online, and logistics.

Figure 2.2 Distribution channels in marketing

2.2.4 Promotion

Promotion encompasses all activities used to communicate with customers, including advertising, public relations, sales promotion, and digital marketing. Its purpose is to inform, persuade, and remind customers about products and services.

Fill in the blank: Promotion activities aim to inform, persuade, and _____ customers.



Promotion Tools in Marketing Communication
Here is a breakdown of the key tools used to reach and engage your target audience:
Advertising
Focus: Paid visibility and broad reach.
Goal: Building awareness and long-term brand equity through various media channels.
Public Relations (PR)
Focus: Credibility and earned media.
Goal: Managing reputation and building trust with the public through non-paid communication.
Sales Promotion
Focus: Short-term incentives.
Goal: Stimulating immediate purchase or trial through discounts, coupons, or limited-time offers.
Digital Marketing
Focus: Interactive and targeted online presence.
Goal: Engaging customers via social media, SEO, and email to drive measurable actions.

Box 2.2 Promotion tools in marketing communication

Pilot questions 2.2

What does the product element of the marketing mix include?

How does communication support pricing decisions?

What is meant by place in the marketing mix?

List three examples of distribution channels.

What is the purpose of promotion in marketing?

2.3 Communication Solutions In The Marketing Mix

2.3.1 Linking communication to product decisions

Communication supports **product** decisions by explaining features, benefits, and quality to customers. It helps differentiate products from competitors and builds trust in the brand. For example, highlighting eco-friendly materials in a product advertisement communicates value beyond functionality.

Fill in the blank: Communication helps differentiate products by explaining their _____ and benefits.



Image showing a product advertisement emphasising eco-friendly features.

Plate 2.2 Communication supporting product decisions

2.3.2 Communication strategies for pricing

Communication plays a vital role in **pricing** by justifying value and positioning. Premium pricing strategies use communication to emphasise exclusivity and quality, while penetration pricing highlights affordability and accessibility. Clear communication ensures customers understand why a product is priced as it is.

Fill in the blank: Premium pricing strategies use communication to emphasise _____ and quality.

Pricing Strategies & Communication Roles

Pricing Strategy	Communication Role
Premium Pricing	Highlights exclusivity, prestige, and superior quality.
Penetration Pricing	Emphasises affordability and accessibility to gain market share.
Competitive Pricing	Shows value and benefits compared to industry rivals.
Price Skimming	Communicates innovation and uniqueness for early adopters.
Economy Pricing	Focuses on basic functionality and extreme budget-friendliness.

OPEN-SOURCE
OER

Table 2.2 Communication strategies for pricing

2.3.3 Communication in distribution and placement

Place decisions involve distribution channels such as retail outlets, online platforms, and logistics. Communication informs customers about availability, accessibility, and convenience. For example, online retailers use communication to highlight delivery options and store locations.

Fill in the blank: Communication informs customers about product _____ and accessibility.



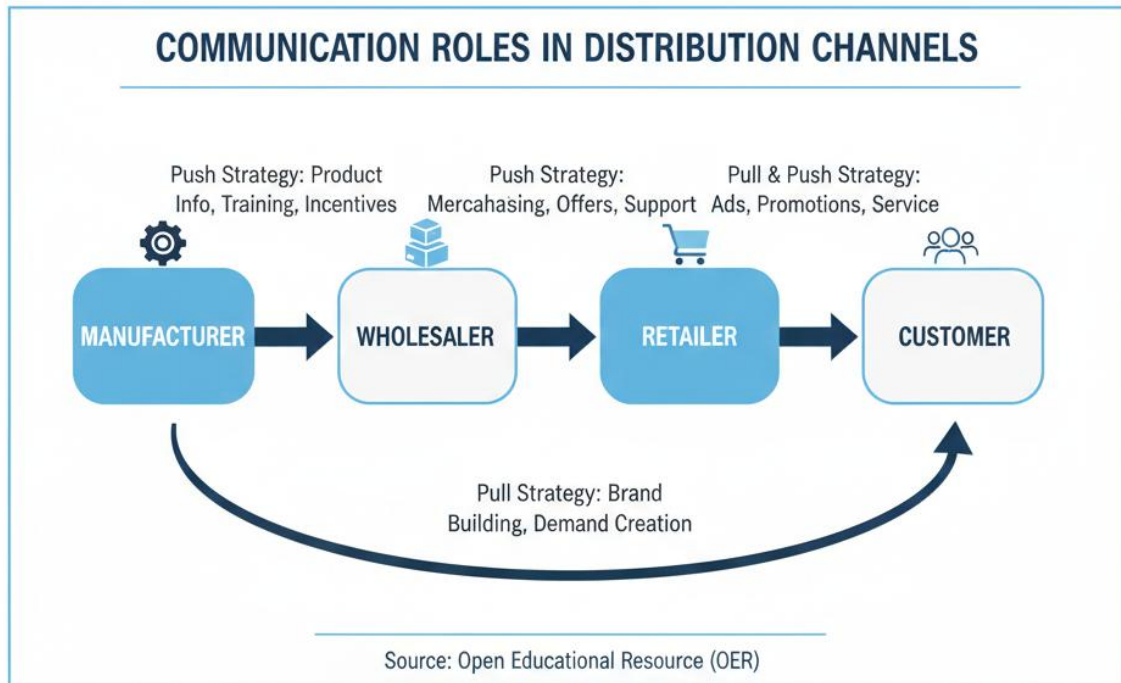


Diagram showing communication in distribution channels (retail, online, logistics).
Figure 2.3 Communication in distribution channels

2.3.4 Communication in promotion

Promotion is the most communication-intensive element of the marketing mix. It includes advertising, public relations, sales promotion, and digital marketing. Communication ensures that promotional messages are persuasive, consistent, and targeted to the right audience.

Fill in the blank: Promotion activities aim to inform, persuade, and _____ customers.



Tool	Focus	Speed of Results
Advertising	Mass Awareness	Moderate
Public Relations	Credibility & Image	Long-term
Sales Promotion	Immediate Sales	Fast
Digital Marketing	Engagement & Targeting	Variable/Real-time

Box 2.3 Communication tools in promotion

Pilot questions 2.3

How does communication support product decisions?

What role does communication play in premium pricing strategies?

Why is communication important in distribution and placement?

List three communication tools used in promotion.

How does communication ensure promotional messages are effective?

2.4 Integrating Communication Across The Mix

2.4.1 Importance of consistency in messaging

Consistency in communication across the **marketing mix** ensures that customers receive a unified message about the product, price, place, and promotion. Inconsistent messages can confuse audiences and weaken brand identity. A consistent communication strategy builds trust and reinforces the organisation's positioning in the market.

Fill in the blank: Consistency in communication builds _____ and reinforces brand identity.

Diagram showing consistent messaging across product, price, place, and promotion.

Figure 2.4 Importance of consistent communication

2.4.2 Case examples of integrated communication strategies

An integrated communication strategy combines messages across all elements of the marketing mix. For example, a smartphone launch may use advertising to highlight product features, PR to



build credibility, pricing communication to justify value, and distribution communication to inform customers about availability. Together, these messages create a stronger impact than if each element were communicated separately.

Fill in the blank: Integrated communication strategies combine messages across all elements of the _____ mix.

Image showing a smartphone launch campaign integrating advertising, PR, pricing, and distribution communication.

Plate 2.3 Example of integrated communication strategy

Pilot questions 2.4

Why is consistency in communication important across the marketing mix?

How can inconsistent messages affect brand identity?

What is meant by an integrated communication strategy?

Provide an example of integrated communication in a product launch.

How does integration strengthen the impact of marketing communication?

Series Summary

This Series has focused on understanding and applying the **marketing mix**, a framework that guides decision-making in product design, pricing, distribution, and promotion. We began by considering how communication can be integrated across the mix, emphasising the importance of consistency and examining case examples of integrated strategies. We then explored communication solutions applied to each element of the mix, showing how messages support product, price, place, and promotion decisions. Following that, we studied the elements of the marketing mix in detail, and finally revisited its concept and structure, including the evolution from the traditional 4Ps to extended frameworks such as the 7Ps.

By completing this Series, you should now be able to evaluate the importance of integrating communication strategies across the marketing mix, apply communication solutions to product, price, place, and promotion decisions, describe the four elements of the mix, define its concept and purpose, and analyse its evolution. These abilities directly align with the Series Learning Outcomes (SLOs) and equip you with practical and theoretical knowledge to design effective marketing strategies.

Glossary of Terms



4Ps: The traditional marketing mix framework consisting of product, price, place, and promotion.

7Ps: An extended marketing mix framework that adds people, process, and physical evidence to the traditional 4Ps.

Marketing mix: A framework of controllable variables used to design marketing strategies that meet customer needs and organisational goals.

Physical evidence: Tangible cues that reassure customers of service quality, such as facilities, receipts, or packaging.

Place: The distribution channels through which products reach customers, including retail outlets, online platforms, and logistics.

Price: The amount customers pay for a product or service, reflecting value, affordability, and market positioning.

Process: The procedures and systems involved in delivering a product or service to customers.

Product: The goods, services, or ideas offered to customers, including features, design, quality, and branding.

Promotion: Activities used to communicate with customers, such as advertising, public relations, sales promotion, and digital marketing.

Consistency in communication: Ensuring that messages across product, price, place, and promotion are unified and reinforce brand identity.

Integrated communication strategy: A coordinated approach that combines messages across all elements of the marketing mix for stronger impact.

Concept Check Questions 2

Objective questions

Define the marketing mix and state its purpose. (Linked to SLO 2.4)

List the four elements of the traditional marketing mix. (Linked to SLO 2.3)

Identify three additional elements in the extended 7Ps framework. (Linked to SLO 2.5)

State one role of communication in product decisions. (Linked to SLO 2.2)

Short-answer questions

5. Explain how communication supports pricing strategies. (Linked to SLO 2.2)

6. Describe why consistency in communication across the marketing mix is important. (Linked to SLO 2.1)

7. How does communication inform customers about distribution channels? (Linked to SLO 2.2)

8. Provide an example of integrated communication in a product launch. (Linked to SLO 2.1)



Long-answer questions

9. Analyse the evolution of the marketing mix from the 4Ps to the 7Ps. (Linked to SLO 2.5)

Basic response: Outline the traditional 4Ps and explain the addition of people, process, and physical evidence.

Value-added response: Discuss why these additions are particularly relevant in service industries and evaluate their impact on customer experience.

Evaluate the importance of integrating communication strategies across product, price, place, and promotion. (Linked to SLO 2.1)

Basic response: Explain how integration ensures consistency and strengthens brand identity.

Value-added response: Provide a case example of a campaign where integration led to stronger impact, and critically assess why integration is more effective than isolated communication efforts.

Answers to Concept Check Questions 2

The marketing mix is a framework of controllable variables used to design strategies that meet customer needs and organisational goals. Its purpose is to provide a structured approach to decision-making.

Product, Price, Place, Promotion.

People, Process, Physical evidence.

Communication explains product features and benefits to customers.

Communication justifies pricing by highlighting value, affordability, and positioning.

Consistency ensures customers receive a unified message, builds trust, and reinforces brand identity.

Communication informs customers about product availability, accessibility, and convenience.

A smartphone launch campaign using advertising, PR, pricing communication, and distribution messaging together is an example of integrated communication.

Basic response: The 4Ps are product, price, place, and promotion. The 7Ps add people, process, and physical evidence.

Value-added response: These additions are crucial in service industries, where customer experience depends on staff, delivery processes, and tangible cues of quality.

Basic response: Integration ensures consistency, strengthens brand identity, and avoids confusion.

Value-added response: For example, a retail campaign combining advertising, PR, and



consistent pricing communication achieved stronger impact than separate efforts, showing integration's effectiveness.

Answers to Pilot Questions 2.1

The marketing mix is a framework of controllable variables used to design strategies that meet customer needs.

Its purpose is to provide a structured approach to marketing decision-making.

Product, Price, Place, Promotion.

People, Process, Physical evidence.

They are important in service marketing because they influence customer experience and perceptions of quality.

Answers to Pilot Questions 2.2

The product element includes goods, services, or ideas offered to customers, including features, design, quality, and branding.

Communication supports pricing by justifying value and affordability.

Place refers to the distribution channels through which products reach customers.

Retail outlets, online platforms, logistics.

Promotion informs, persuades, and reminds customers about products and services.

Answers to Pilot Questions 2.3

Communication supports product decisions by explaining features and benefits.

It highlights exclusivity and quality in premium pricing strategies.

Communication informs customers about product availability and accessibility.

Advertising, public relations, sales promotion, digital marketing.

Communication ensures promotional messages are persuasive, consistent, and targeted.

Answers to Pilot Questions 2.4

Consistency in communication is important because it builds trust and reinforces brand identity.

Inconsistent messages can confuse audiences and weaken brand identity.



An integrated communication strategy combines messages across all elements of the marketing mix.

A smartphone launch campaign using advertising, PR, pricing communication, and distribution messaging is an example.

Integration strengthens impact by ensuring messages are unified and mutually reinforcing.

References and Attributions [Series 2]

This section provides references and attributions for the instructional content, illustrations, and open educational resources (OERs) suggested in **Series 2: Understanding and Applying the Marketing Mix**. Entries are presented in APA style for clarity and consistency.

General References

- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Jobber, D., & Ellis-Chadwick, F. (2019). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill Education.
- Fill, C., & Turnbull, S. (2019). *Marketing Communications: Discovery, Creation and Conversations* (8th ed.). Pearson Education.

Illustrations and OER Suggestions

Figure 2.1 The 4Ps of the marketing mix

AI prompt: "Generate a circular diagram showing the 4Ps of marketing mix: product, price, place, promotion."

Suggested OER search string: "4Ps marketing mix diagram OER."

Box 2.1 Evolution of the marketing mix frameworks

AI prompt: "Create a comparison chart showing 4Ps vs 7Ps marketing mix frameworks."

Suggested OER search string: "7Ps marketing mix diagram OER."

Plate 2.1 Example of product communication

AI prompt: "Generate an image of a branded product advertisement highlighting features."

Suggested OER search string: "product marketing communication OER."

Table 2.1 Communication roles in pricing decisions

AI prompt: "Generate a table showing pricing strategies and communication roles."



Suggested OER search string: “pricing strategies communication OER.”

Figure 2.2 Distribution channels in marketing

AI prompt: “Create a diagram showing distribution channels: retail, online, logistics.”

Suggested OER search string: “distribution channels marketing diagram OER.”

Box 2.2 Promotion tools in marketing communication

AI prompt: “Create a list infographic showing promotion tools in marketing communication.”

Suggested OER search string: “promotion tools marketing OER.”

Plate 2.2 Communication supporting product decisions

AI prompt: “Generate an image of a product advertisement highlighting eco-friendly features.”

Suggested OER search string: “eco-friendly product marketing OER.”

Table 2.2 Communication strategies for pricing

AI prompt: “Generate a table showing pricing strategies and communication roles.”

Suggested OER search string: “pricing communication strategies OER.”

Figure 2.3 Communication in distribution channels

AI prompt: “Create a diagram showing communication roles in distribution channels.”

Suggested OER search string: “distribution communication marketing OER.”

Box 2.3 Communication tools in promotion

AI prompt: “Create a list infographic showing communication tools in promotion.”

Suggested OER search string: “promotion communication tools OER.”

Figure 2.4 Importance of consistent communication

AI prompt: “Create a diagram showing consistent communication across the 4Ps.”

Suggested OER search string: “consistent communication marketing mix OER.”

Plate 2.3 Example of integrated communication strategy

AI prompt: “Generate an image of a smartphone launch campaign integrating advertising, PR, pricing, and distribution.”

Suggested OER search string: “integrated marketing communication campaign OER.”



Course code: MCM 212

Course title: Marketing Foundations for Public Relations and Advertising

Course credit load: 2 Units

Series Outline

Part 3.1: Identifying Marketing Challenges and Communication Dimensions

Sub-Part 3.1.1: Common marketing challenges

Sub-Part 3.1.2: Communication perspectives on challenges

Part 3.2: Communication Strategies for Overcoming Challenges

Sub-Part 3.2.1: Message clarity and audience targeting

Sub-Part 3.2.2: Building trust and credibility

Sub-Part 3.2.3: Case examples of communication solutions

Part 3.3: Digital Platforms and Integrated Communication

Sub-Part 3.3.1: Role of digital media in communication solutions

Sub-Part 3.3.2: Integrated communication approaches

Part 3.4: Communication for Long-Term Marketing Sustainability

Sub-Part 3.4.1: Communication as a driver of customer loyalty

Sub-Part 3.4.2: Communication for societal and organisational sustainability

Introduction

This Series focuses on how communication can be applied to address common marketing challenges faced by organisations. While earlier Series explored the foundations of marketing and the marketing mix, here we move into practical problem-solving. Communication is not only about transmitting information but also about shaping perceptions, building trust, and overcoming barriers that hinder marketing success.

The aim of this Series is to equip you with strategies for using communication to solve real-world marketing problems. You will learn how to identify challenges, apply communication tools to address them, and evaluate the effectiveness of these solutions.

We shall commence this Series by examining typical marketing challenges and their communication dimensions. Next, we will explore communication strategies for overcoming these challenges, including case examples. Following that, we will consider how digital platforms and integrated approaches enhance communication effectiveness. Finally, we will conclude with an evaluation of communication as a long-term solution for marketing sustainability.



Series Learning Outcomes

Upon completing this Series, you should be able to:

- SLO 3.1** identify common marketing challenges and explain their communication dimensions,
- SLO 3.2** apply communication strategies to overcome marketing challenges,
- SLO 3.3** analyse case examples of communication solutions in practice,
- SLO 3.4** evaluate the role of digital platforms in enhancing communication effectiveness, and
- SLO 3.5** assess communication as a long-term solution for marketing sustainability.

3.1 Identifying Marketing Challenges And Communication Dimensions

3.1.1 Common marketing challenges

Organisations often face challenges such as **low brand awareness, negative customer perceptions, pricing concerns, and distribution difficulties**. These challenges can limit sales, reduce customer loyalty, and weaken competitiveness. Recognising these problems is the first step in designing effective communication solutions.

Fill in the blank: Low brand _____ is a common marketing challenge that limits customer recognition.





Box 3.1 Common marketing challenges

3.1.2 Communication perspectives on challenges

Each marketing challenge has a communication dimension. For example, low brand awareness can be addressed through advertising and PR campaigns. Negative perceptions may be corrected with transparent communication and reputation management. Pricing concerns can be resolved by explaining value, while distribution difficulties can be mitigated by informing customers about availability and access.

Fill in the blank: Transparent communication helps correct negative customer _____.

MARKETING CHALLENGES & COMMUNICATION SOLUTIONS



Diagram linking marketing challenges to communication solutions.
Figure 3.1 Communication perspectives on marketing challenges

Pilot questions 3.1

What are some common marketing challenges organisations face?

How does communication help address low brand awareness?

What role does transparent communication play in reputation management?

How can communication resolve pricing concerns?



Why is it important to link marketing challenges to communication solutions?

3.2 Communication Strategies For Overcoming Challenges

3.2.1 Message clarity and audience targeting

Effective communication requires **clear messages** tailored to the right audience. Ambiguous or poorly targeted messages can confuse customers and fail to solve marketing problems. Clarity ensures that customers understand product benefits, while targeting ensures that the right people receive the message.

Fill in the blank: Clear messages ensure that customers understand product _____.

Image showing a targeted digital advertisement with clear messaging.

Plate 3.1 Example of message clarity and targeting

3.2.2 Building trust and credibility

Trust and credibility are essential for overcoming challenges such as negative perceptions or low customer loyalty. Communication strategies such as consistent messaging, transparent information, and customer engagement build credibility. PR activities, testimonials, and case studies also reinforce trust.

Fill in the blank: Consistent messaging and transparent information help build customer _____.



COMMUNICATION STRATEGIES FOR BUILDING TRUST



Consistent Messaging



Transparent Information



Customer Engagement



Testimonials and Case Studies

Source: Open Educational Resource (OER)

Box 3.2 Communication strategies for building trust

3.2.3 Case examples of communication solutions

Consider a company facing negative perceptions about product quality. By launching a PR campaign with customer testimonials and transparent product information, the company rebuilds credibility. Another example is a retailer struggling with low brand awareness; targeted advertising and social media campaigns increase visibility and recognition.

Fill in the blank: Customer _____ are often used in PR campaigns to rebuild credibility.

Image showing a PR campaign featuring customer testimonials.



Plate 3.2 Case example of communication solution

Pilot questions 3.2

Why is message clarity important in communication?

How does audience targeting improve communication effectiveness?

What communication strategies help build trust and credibility?

Provide an example of a company using communication to overcome negative perceptions.

How can advertising and social media campaigns address low brand awareness?

3.3 Digital Platforms And Integrated Communication

3.3.1 Role of digital media in communication solutions

Digital platforms such as **social media**, **websites**, and **email marketing** have transformed how organisations communicate with customers. They provide speed, reach, and interactivity, allowing businesses to respond quickly to challenges like low brand awareness or negative perceptions. Digital media also enables precise targeting and personalisation, ensuring that messages reach the right audience.

Fill in the blank: Digital platforms provide speed, reach, and _____ in communication.



COMMON MARKETING CHALLENGES



Low Brand Awareness

- Limited reach
- New market entry
- New market entry
- Competitive clutter



Negative Customer Perceptions

- Bad reviews
- Product issues
- Lack of trust



Pricing Concerns

- Price wars
- Value perception
- Cost increases



Distribution Difficulties

- Supply chain gaps
- Retailer conflicts
- Logistics costs

Source: OER Foundation

Diagram showing digital platforms (social media, websites, email) and their communication roles.

Figure 3.2 Role of digital platforms in communication solutions

3.3.2 Integrated communication approaches

An **integrated communication approach** combines traditional and digital tools to deliver consistent messages. For example, a company may use advertising to build awareness, PR to add credibility, and social media to engage directly with customers. Integration ensures that all communication channels reinforce each other, creating stronger impact and reducing confusion.



Fill in the blank: An integrated communication approach combines traditional and _____ tools to deliver consistent messages.



Box 3.3 Integrated communication approaches

Pilot questions 3.3

What role do digital platforms play in communication solutions?

How does digital media enable precise targeting?

What is meant by an integrated communication approach?

Provide an example of combining traditional and digital tools in communication.



Why is integration important for reducing confusion in marketing communication?

3.4 Communication For Long-Term Marketing Sustainability

3.4.1 Communication as a driver of customer loyalty

Effective communication builds **customer loyalty** by maintaining trust, reinforcing value, and engaging customers over time. Loyalty is strengthened when organisations consistently communicate benefits, respond to feedback, and show appreciation. This reduces churn and increases repeat purchases.

Fill in the blank: Effective communication builds customer _____ by maintaining trust and reinforcing value.

Image showing a loyalty programme advertisement emphasising communication with customers.

Plate 3.3 Communication as a driver of customer loyalty

3.4.2 Communication for societal and organisational sustainability

Communication also supports **sustainability** by promoting responsible practices and aligning organisational goals with societal needs. For example, campaigns highlighting eco-friendly initiatives or community engagement demonstrate commitment to long-term welfare. This strengthens reputation and ensures that marketing strategies remain relevant in a changing world.

Fill in the blank: Communication supports sustainability by promoting responsible _____ and community engagement.



COMMUNICATION FOR SUSTAINABILITY



Source: Open Educational Resource (OER)

Diagram showing communication for sustainability: eco-friendly initiatives, community engagement, reputation building.

Figure 3.3 Communication for sustainability in marketing

Pilot questions 3.4

How does communication build customer loyalty?

Why is consistent communication important for reducing churn?

In what ways can communication promote sustainability?



Provide an example of a campaign highlighting eco-friendly initiatives.

How does communication strengthen organisational reputation in the long term?

Series Summary

This Series has explored how communication provides solutions to marketing challenges. We began by identifying common problems such as low brand awareness, negative perceptions, pricing concerns, and distribution difficulties, and then examined their communication dimensions. We moved on to strategies for overcoming these challenges, focusing on message clarity, audience targeting, and building trust and credibility, supported by case examples. Following that, we considered the role of digital platforms and integrated communication approaches, showing how traditional and digital tools can be combined for stronger impact. Finally, we evaluated communication as a driver of customer loyalty and sustainability, highlighting its importance for long-term organisational success.

By completing this Series, you should now be able to identify marketing challenges and explain their communication dimensions, apply strategies to overcome them, analyse case examples, evaluate the role of digital platforms, and assess communication as a long-term solution for sustainability. These abilities directly align with the Series Learning Outcomes (SLOs) and provide practical skills for addressing real-world marketing problems.

Glossary of Terms

Audience targeting: Tailoring communication messages to specific groups of customers to improve effectiveness.

Case example: A practical illustration of how communication strategies are applied to solve marketing challenges.

Clarity in communication: Ensuring that messages are simple, direct, and easily understood by the audience.

Credibility: The quality of being trusted and believed in, often built through consistent and transparent communication.

Customer loyalty: The tendency of customers to continue purchasing from an organisation due to trust and satisfaction.

Digital platforms: Online tools such as social media, websites, and email used for marketing communication.

Integrated communication: A coordinated approach that combines traditional and digital communication tools to deliver consistent messages.

Marketing challenges: Problems faced by organisations such as low brand awareness, negative perceptions, pricing concerns, and distribution difficulties.

Reputation management: Communication strategies aimed at maintaining or improving public perceptions of an organisation.



Sustainability in marketing: Long-term practices that align organisational goals with societal needs, often communicated through eco-friendly and community-focused campaigns.

Testimonials: Statements from customers used in communication to build trust and credibility.

Concept Check Questions 3

Objective questions

Identify three common marketing challenges organisations face. (Linked to SLO 3.1)

State one communication strategy for building trust and credibility. (Linked to SLO 3.2)

List two digital platforms used for marketing communication. (Linked to SLO 3.4)

Define integrated communication. (Linked to SLO 3.4)

Short-answer questions

5. Explain how transparent communication helps address negative customer perceptions. (Linked to SLO 3.1)

6. Why is message clarity important in overcoming marketing challenges? (Linked to SLO 3.2)

7. How can advertising and social media campaigns address low brand awareness? (Linked to SLO 3.2)

8. Provide an example of communication promoting sustainability. (Linked to SLO 3.5)

Long-answer questions

9. Analyse the role of digital platforms in enhancing communication effectiveness. (Linked to SLO 3.4)

Basic response: Describe how social media, websites, and email provide speed, reach, and interactivity.

Value-added response: Evaluate how digital platforms enable precise targeting, personalisation, and customer engagement, with examples of successful campaigns.

Evaluate communication as a long-term solution for marketing sustainability. (Linked to SLO 3.5)

Basic response: Explain how communication builds loyalty, promotes responsible practices, and strengthens reputation.

Value-added response: Provide case examples of organisations using communication to align with societal needs, and critically assess its role in ensuring relevance in changing markets.

Answers to Concept Check Questions 3

Low brand awareness, negative customer perceptions, pricing concerns, distribution difficulties.

Consistent messaging.



Social media and email marketing.

Integrated communication is a coordinated approach combining traditional and digital tools to deliver consistent messages.

Transparent communication corrects misunderstandings and rebuilds credibility.

Clear messages ensure customers understand product benefits and avoid confusion.

Advertising creates visibility, while social media engages audiences directly to increase recognition.

A campaign highlighting eco-friendly packaging or community engagement promotes sustainability.

Basic response: Digital platforms provide speed, reach, and interactivity.

Value-added response: They enable precise targeting and personalisation, such as social media ads tailored to customer interests, improving engagement and campaign success.

Basic response: Communication builds loyalty, promotes responsible practices, and strengthens reputation.

Value-added response: For example, companies using sustainability campaigns to highlight eco-friendly initiatives demonstrate long-term commitment, ensuring relevance and trust in evolving markets.

Answers to Pilot Questions 3.1

Low brand awareness, negative perceptions, pricing concerns, distribution difficulties.

Communication helps address low brand awareness through advertising and PR campaigns.

Transparent communication corrects negative perceptions and supports reputation management.

Communication resolves pricing concerns by explaining value and affordability.

Linking challenges to communication ensures problems are addressed strategically.

Answers to Pilot Questions 3.2

Message clarity ensures customers understand product benefits.

Audience targeting improves effectiveness by reaching the right people.

Strategies include consistent messaging, transparent information, customer engagement, and testimonials.

A company facing negative perceptions can use PR campaigns with customer testimonials to rebuild credibility.

Advertising and social media campaigns increase visibility and recognition.



Answers to Pilot Questions 3.3

Digital platforms provide speed, reach, and interactivity.

They enable precise targeting and personalisation.

Integrated communication combines traditional and digital tools for consistent messaging.

Example: Advertising builds awareness, PR adds credibility, and social media engages customers.

Integration reduces confusion and strengthens brand identity.

Answers to Pilot Questions 3.4

Communication builds loyalty by maintaining trust and reinforcing value.

Consistent communication reduces churn by keeping customers engaged.

Communication promotes sustainability by highlighting responsible practices and community engagement.

Example: A campaign showcasing eco-friendly packaging.

Communication strengthens reputation by demonstrating long-term commitment to societal welfare.

References and Attributions [Series 3]

This section provides references and attributions for the instructional content, illustrations, and open educational resources (OERs) suggested in **Series 3: Communication Solutions for Marketing Challenges**. Entries are presented in APA style for clarity and consistency.

General References

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.

Fill, C., & Turnbull, S. (2019). *Marketing Communications: Discovery, Creation and Conversations* (8th ed.). Pearson Education.

Jobber, D., & Ellis-Chadwick, F. (2019). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill Education.

Illustrations and OER Suggestions

Box 3.1 Common marketing challenges

AI prompt: “Create a list infographic showing common marketing challenges.”

Suggested OER search string: “common marketing challenges infographic OER.”

Figure 3.1 Communication perspectives on marketing challenges



AI prompt: “Create a diagram linking marketing challenges to communication solutions.”

Suggested OER search string: “communication solutions to marketing challenges diagram OER.”

Plate 3.1 Example of message clarity and targeting

AI prompt: “Generate an image of a digital advertisement with clear and targeted messaging.”

Suggested OER search string: “clear targeted marketing communication OER.”

Box 3.2 Communication strategies for building trust

AI prompt: “Create a list infographic showing communication strategies for building trust.”

Suggested OER search string: “communication strategies trust credibility OER.”

Plate 3.2 Case example of communication solution

AI prompt: “Generate an image of a PR campaign featuring customer testimonials.”

Suggested OER search string: “PR campaign customer testimonials OER.”

Figure 3.2 Role of digital platforms in communication solutions

AI prompt: “Create a diagram showing digital platforms (social media, websites, email) and their communication roles.”

Suggested OER search string: “digital platforms marketing communication diagram OER.”

Box 3.3 Integrated communication approaches

AI prompt: “Create a chart showing integrated communication approaches combining traditional and digital tools.”

Suggested OER search string: “integrated communication marketing OER.”

Plate 3.3 Communication as a driver of customer loyalty

AI prompt: “Generate an image of a loyalty programme advertisement emphasising communication with customers.”

Suggested OER search string: “customer loyalty communication OER.”

Figure 3.3 Communication for sustainability in marketing

AI prompt: “Create a diagram showing communication for sustainability: eco-friendly initiatives, community engagement, reputation building.”

Suggested OER search string: “communication sustainability marketing diagram OER.”



Course code: MCM 212

Course title: Marketing Foundations for Public Relations and Advertising

Course credit load: 2 Units

Series 4: Advertising as a Strategic Marketing Tool

Series Outline

Part 4.1: Definition and Strategic Purpose of Advertising

Sub-Part 4.1.1: What is advertising?

Sub-Part 4.1.2: Strategic purpose of advertising in marketing

Part 4.2: Forms and Media of Advertising

Sub-Part 4.2.1: Traditional advertising media

Sub-Part 4.2.2: Digital and emerging advertising media

Part 4.3: Advertising in Marketing Strategy

Sub-Part 4.3.1: Advertising and communication objectives

Sub-Part 4.3.2: Integration with the marketing mix

Part 4.4: Advertising for Brand Equity and Competitive Advantage

Sub-Part 4.4.1: Advertising's role in building brand equity

Sub-Part 4.4.2: Advertising as a tool for sustaining competitive advantage

Introduction

Advertising is one of the most visible and influential elements of marketing communication. It goes beyond simply promoting products; when used strategically, advertising shapes brand identity, builds awareness, and influences consumer behaviour. In this Series, we will examine advertising not just as a promotional activity but as a **strategic marketing tool** that integrates with broader organisational goals.

The aim of this Series is to help you understand the strategic role of advertising, explore its various forms and media, and evaluate how advertising contributes to long-term marketing success.

We shall commence this Series by defining advertising and its strategic purpose. Next, we will explore the different forms and media of advertising. Following that, we will analyse how advertising integrates with marketing strategy and communication objectives. Finally, we will evaluate advertising's role in building brand equity and sustaining competitive advantage.

Series Learning Outcomes



Upon completing this Series, you should be able to:

SLO 4.1 define advertising and explain its strategic purpose in marketing,

SLO 4.2 describe different forms and media of advertising,

SLO 4.3 analyse how advertising integrates with marketing strategy and communication objectives,

SLO 4.4 evaluate advertising's role in building brand equity, and

SLO 4.5 assess advertising as a tool for sustaining competitive advantage.

Series Outline

Part 4.1: Definition and Strategic Purpose of Advertising

Sub-Part 4.1.1: What is advertising?

Sub-Part 4.1.2: Strategic purpose of advertising in marketing

Part 4.2: Forms and Media of Advertising

Sub-Part 4.2.1: Traditional advertising media

Sub-Part 4.2.2: Digital and emerging advertising media

Part 4.3: Advertising in Marketing Strategy

Sub-Part 4.3.1: Advertising and communication objectives

Sub-Part 4.3.2: Integration with the marketing mix

Part 4.4: Advertising for Brand Equity and Competitive Advantage

Sub-Part 4.4.1: Advertising's role in building brand equity

Sub-Part 4.4.2: Advertising as a tool for sustaining competitive advantage

4.1 Definition And Strategic Purpose Of Advertising

4.1.1 What is advertising?

Advertising is a paid form of communication used by organisations to inform, persuade, and remind audiences about products, services, or ideas. Unlike personal selling or public relations, advertising is non-personal and typically delivered through mass media channels such as television, radio, print, or digital platforms. Its defining features are **paid sponsorship**, **controlled messaging**, and **wide reach**.

Fill in the blank: Advertising is a paid, non-personal form of communication delivered through _____ media channels.

Key Features of Advertising
Advertising is a specific branch of the promotion mix defined by these three pillars:



Paid Sponsorship Unlike PR, advertising requires a direct financial investment to secure space or time on a platform (TV, Social Media, Billboards).
Controlled Messaging Because you pay for the space, you have total control over the content, timing, and creative direction of the message being sent to the audience.
Wide Reach Advertising is designed for scale. It allows a brand to speak to thousands or millions of people simultaneously to build rapid awareness.

Box 4.1 Key features of advertising

4.1.2 Strategic purpose of advertising in marketing

Advertising serves a **strategic purpose** beyond promotion. It builds brand awareness, shapes perceptions, and supports long-term positioning in the market. Strategically, advertising aligns with organisational goals by:

- Creating demand for products and services,
- Reinforcing brand identity,
- Supporting other elements of the marketing mix, and
- Sustaining competitive advantage.

Fill in the blank: Advertising supports long-term positioning by reinforcing _____ identity.



STRATEGIC PURPOSES OF ADVERTISING



OER

Diagram showing advertising's strategic purposes: awareness, perception, positioning, and competitive advantage.

Figure 4.1 Strategic purposes of advertising

Pilot questions 4.1

What is advertising?

What are the key features of advertising?

How does advertising differ from personal selling?



State two strategic purposes of advertising.

Why is advertising important for long-term positioning?

4.2 Forms And Media Of Advertising

4.2.1 Traditional advertising media

Traditional advertising media include **television, radio, newspapers, and magazines**. These channels provide broad reach and are effective for building mass awareness. Television combines visual and audio impact, radio offers immediacy and frequency, while print media provide detail and permanence.

Fill in the blank: Television advertising combines both _____ and audio impact.

Image showing a traditional television advertisement.

Plate 4.1 Example of traditional advertising media

4.2.2 Digital and emerging advertising media

Digital advertising includes **social media ads, search engine marketing, display ads, and influencer marketing**. These platforms allow precise targeting, interactivity, and performance measurement. Emerging forms such as programmatic advertising and AI-driven campaigns further enhance efficiency and personalisation.

Fill in the blank: Digital advertising allows precise _____ and performance measurement.



DIGITAL & EMERGING ADVERTISING MEDIA



Social Media Ads



Search Engine Marketing



Display Ads



Programatic Advertising

Source: Open Educational Resource (OER)

Box 4.2 Digital and emerging advertising media

Pilot questions 4.2

List three examples of traditional advertising media.

What is the main advantage of television advertising?

Name two forms of digital advertising.

How does digital advertising differ from traditional advertising?

What is programmatic advertising?



4.3 Advertising In Marketing Strategy

4.3.1 Advertising and communication objectives

Advertising plays a central role in achieving **communication objectives** such as building awareness, generating interest, and persuading customers to act. It ensures that messages about products and services are consistent with organisational goals. For example, an advertising campaign may aim to increase brand recognition, launch a new product, or reposition an existing brand in the market.

Fill in the blank: Advertising helps achieve communication objectives such as building _____ and persuading customers to act.

Communication Objectives of Advertising
Awareness: Making the target audience aware of the brand or product.
Interest: Providing information to build a deeper understanding and desire.
Persuasion: Convincing the consumer that this product is better than competitors.
Action: Motivating the consumer to make a purchase or take a specific step.

Box 4.3 Communication objectives of advertising

4.3.2 Integration with the marketing mix

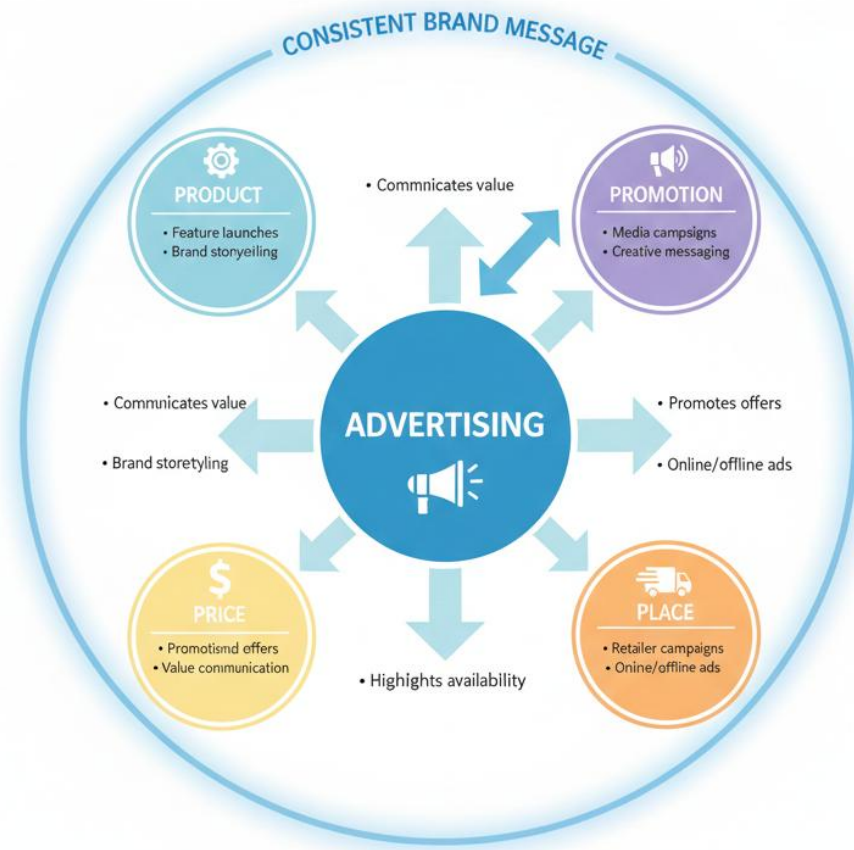
Advertising does not operate in isolation; it integrates with the **marketing mix**. For example, advertising supports product decisions by highlighting features, pricing strategies by justifying value, place decisions by informing customers about availability, and promotion by reinforcing other communication tools. Integration ensures that advertising strengthens the overall marketing strategy.

Fill in the blank: Advertising supports pricing strategies by justifying _____ to customers.



ADVERTISING INTEGRATION WITH THE MARKETING MIX

Amplifying the 4Ps for Unified Communication



Source: OER Foundation

Diagram showing advertising integrated with product, price, place, and promotion.

Figure 4.2 Advertising integrated with the marketing mix

Pilot questions 4.3

What communication objectives does advertising help achieve?

How does advertising build awareness?

Why is integration with the marketing mix important?

Provide an example of advertising supporting product decisions.



How does advertising justify pricing strategies?

4.4 Advertising For Brand Equity And Competitive Advantage

4.4.1 Advertising's role in building brand equity

Brand equity refers to the value a brand holds in the minds of customers. Advertising builds brand equity by creating strong associations, reinforcing identity, and maintaining visibility. Effective advertising campaigns ensure that customers recognise and trust the brand, which increases loyalty and willingness to pay premium prices.

Fill in the blank: Advertising builds brand equity by creating strong _____ and reinforcing identity.

Image showing a brand campaign emphasising identity and recognition.

Plate 4.2 Advertising building brand equity

4.4.2 Advertising as a tool for sustaining competitive advantage

Advertising sustains **competitive advantage** by differentiating products, maintaining customer loyalty, and responding to market changes. Strategic advertising highlights unique selling points (USPs) and ensures that the brand remains relevant in competitive markets. Long-term campaigns reinforce positioning and prevent competitors from eroding market share.

Fill in the blank: Strategic advertising highlights unique _____ points to sustain competitive advantage.

Box 4.4 Advertising for competitive advantage

Pilot questions 4.4

What is brand equity?

How does advertising build brand equity?

Why is advertising important for sustaining competitive advantage?

Provide an example of advertising highlighting unique selling points.

How do long-term advertising campaigns reinforce positioning?

Series Summary

This Series has examined **advertising as a strategic marketing tool**, moving beyond its role as a promotional activity to highlight its importance in shaping brand identity and supporting long-term marketing success. We began by defining advertising and identifying its key features, such as paid sponsorship, controlled messaging, and wide reach. We then explored its strategic



purposes, including building awareness, shaping perceptions, and sustaining competitive advantage.

Next, we studied the forms and media of advertising, distinguishing between traditional channels (television, radio, print) and digital platforms (social media, search engine marketing, influencer campaigns). We analysed how advertising integrates with the marketing mix and communication objectives, ensuring consistency across product, price, place, and promotion. Finally, we evaluated advertising's role in building brand equity and sustaining competitive advantage, showing how it creates strong associations, reinforces identity, and differentiates brands in competitive markets.

By completing this Series, you should now be able to define advertising and its strategic purpose, describe its forms and media, analyse its integration with marketing strategy, and evaluate its role in building brand equity and sustaining competitive advantage. These abilities align with the Series Learning Outcomes (SLOs) and provide a foundation for applying advertising strategically in practice.

Glossary of Terms

Advertising: A paid, non-personal form of communication delivered through mass media to inform, persuade, and remind audiences.

Brand equity: The value a brand holds in the minds of customers, built through recognition, trust, and loyalty.

Competitive advantage: A unique position that allows an organisation to outperform rivals, often sustained through differentiation and loyalty.

Controlled messaging: The ability of advertisers to design and deliver messages exactly as intended.

Digital advertising: Online forms of advertising such as social media ads, search engine marketing, display ads, and influencer campaigns.

Integration with marketing mix: The alignment of advertising with product, price, place, and promotion decisions to strengthen overall strategy.

Paid sponsorship: A defining feature of advertising where organisations pay for media space or time.

Programmatic advertising: Automated, data-driven buying and placement of digital ads for efficiency and precision.

Strategic purpose of advertising: The role of advertising in building awareness, shaping perceptions, reinforcing identity, and sustaining competitive advantage.

Traditional advertising media: Channels such as television, radio, newspapers, and magazines used for mass communication.

Unique selling points (USPs): Distinctive product features or benefits highlighted in advertising to differentiate from competitors.



Concept Check Questions 4

Objective questions

Define advertising and state its key features. (Linked to SLO 4.1)

List three examples of traditional advertising media. (Linked to SLO 4.2)

Name two forms of digital advertising. (Linked to SLO 4.2)

State one communication objective of advertising. (Linked to SLO 4.3)

Short-answer questions

5. Explain how advertising integrates with the marketing mix. (Linked to SLO 4.3)

6. Why is advertising important for building brand equity? (Linked to SLO 4.4)

7. Provide an example of advertising supporting pricing strategies. (Linked to SLO 4.3)

8. How does advertising sustain competitive advantage? (Linked to SLO 4.5)

Long-answer questions

9. Analyse the strategic purposes of advertising in marketing. (Linked to SLO 4.1)

Basic response: Describe how advertising builds awareness, shapes perceptions, and supports positioning.

Value-added response: Evaluate how advertising aligns with organisational goals and contributes to long-term success.

Evaluate advertising's role in building brand equity and sustaining competitive advantage. (Linked to SLO 4.4 & 4.5)

Basic response: Explain how advertising creates strong associations, reinforces identity, and differentiates products.

Value-added response: Provide case examples of campaigns that built brand equity and sustained competitive advantage, critically assessing their effectiveness.

Answers to Concept Check Questions 4

Advertising is a paid, non-personal form of communication delivered through mass media.

Key features: paid sponsorship, controlled messaging, wide reach.

Television, radio, newspapers.

Social media ads, search engine marketing.

Building awareness.

Advertising integrates with the marketing mix by supporting product decisions, justifying pricing, informing about place, and reinforcing promotion.

Advertising builds brand equity by creating strong associations, reinforcing identity, and maintaining visibility.



Example: Premium pricing supported by advertising that highlights exclusivity and quality.

Advertising sustains competitive advantage by differentiating products, maintaining loyalty, and reinforcing positioning.

Basic response: Advertising builds awareness, shapes perceptions, and supports positioning.

Value-added response: It aligns with organisational goals, creates demand, and sustains long-term success.

Basic response: Advertising builds associations, reinforces identity, and differentiates products.

Value-added response: Campaigns such as Apple's "Think Different" built brand equity and sustained competitive advantage by differentiating the brand and reinforcing loyalty.

Answers to Pilot Questions 4.1

Advertising is a paid, non-personal form of communication delivered through mass media.

Paid sponsorship, controlled messaging, wide reach.

Personal selling is direct and interpersonal, while advertising is non-personal and mass-mediated.

Building awareness, shaping perceptions.

Advertising reinforces brand identity for long-term positioning.

Answers to Pilot Questions 4.2

Television, radio, newspapers.

Television combines visual and audio impact.

Social media ads, influencer marketing.

Digital advertising allows precise targeting and measurement, unlike traditional media.

Programmatic advertising is automated, data-driven buying and placement of digital ads.

Answers to Pilot Questions 4.3

Awareness, interest, persuasion, action.

Advertising builds awareness by reaching large audiences with consistent messages.

Integration ensures advertising supports product, price, place, and promotion decisions.

Example: Advertising highlighting product features supports product decisions.

Advertising justifies pricing by explaining value and quality.

Answers to Pilot Questions 4.4



Brand equity is the value a brand holds in the minds of customers.

Advertising builds brand equity by creating strong associations and reinforcing identity.

Advertising sustains competitive advantage by differentiating products and maintaining loyalty.

Example: A campaign highlighting unique selling points such as durability or innovation.

Long-term campaigns reinforce positioning by maintaining visibility and relevance.

References and Attributions [Series 4]

This section provides references and attributions for the instructional content, illustrations, and open educational resources (OERs) suggested in **Series 4: Advertising as a Strategic Marketing Tool**. Entries are presented in APA style for clarity and consistency.

General References

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.

Fill, C. (2002). *Marketing Communications: Contexts, Strategies and Applications* (3rd ed.). Financial Times Prentice Hall.

Jobber, D., & Ellis-Chadwick, F. (2019). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill Education.

Bhasin, H. (2025). *Advertising Strategy in Marketing: Definition and Types*. Marketing91.

OpenStax. (2025). *Principles of Marketing*. Rice University. Licensed under Creative Commons Attribution 4.0.

Illustrations and OER Suggestions

Box 4.1 Key features of advertising

AI prompt: “Create a list infographic showing key features of advertising.”

Suggested OER search string: “key features of advertising infographic OER.”

Figure 4.1 Strategic purposes of advertising

AI prompt: “Create a diagram showing advertising’s strategic purposes: awareness, perception, positioning, competitive advantage.”

Suggested OER search string: “strategic purpose of advertising diagram OER.”

Plate 4.1 Example of traditional advertising media

AI prompt: “Generate an image of a television advertisement promoting a consumer product.”

Suggested OER search string: “traditional advertising media examples OER.”



Box 4.2 Digital and emerging advertising media

AI prompt: “Create a list infographic showing digital and emerging advertising media.”

Suggested OER search string: “digital advertising media infographic OER.”

Box 4.3 Communication objectives of advertising

AI prompt: “Create a list infographic showing communication objectives of advertising.”

Suggested OER search string: “advertising communication objectives OER.”

Figure 4.2 Advertising integrated with the marketing mix

AI prompt: “Create a diagram showing advertising integrated with product, price, place, and promotion.”

Suggested OER search string: “advertising integration marketing mix diagram OER.”

Plate 4.2 Advertising building brand equity

AI prompt: “Generate an image of a brand campaign emphasising identity and recognition.”

Suggested OER search string: “advertising brand equity campaign OER.”

Box 4.4 Advertising for competitive advantage

AI prompt: “Create a list infographic showing advertising strategies for competitive advantage.”

Suggested OER search string: “advertising competitive advantage OER.”



Course code: MCM 212

Course title: Marketing Foundations for Public Relations and Advertising

Course credit load: 2 Units

Series 5: Public Relations in Marketing and Promotion

Series Outline

Part 5.1: Definition and Role of Public Relations in Marketing

Sub-Part 5.1.1: What is public relations?

Sub-Part 5.1.2: Role of PR in marketing and promotion

Part 5.2: Tools and Techniques of Public Relations

Sub-Part 5.2.1: Media relations and press releases

Sub-Part 5.2.2: Events, sponsorships, and community engagement

Sub-Part 5.2.3: Digital PR and influencer collaboration

Part 5.3: Case Examples of PR in Promotional Campaigns

Sub-Part 5.3.1: PR supporting product launches

Sub-Part 5.3.2: PR in crisis management and reputation recovery

Part 5.4: PR for Trust and Reputation Building

Sub-Part 5.4.1: Transparency and credibility in PR

Sub-Part 5.4.2: Long-term reputation management

Part 5.5: PR as a Strategic Tool for Marketing Success

Sub-Part 5.5.1: Integration of PR with marketing strategy

Sub-Part 5.5.2: PR's contribution to sustainable competitive advantage

Introduction

Public Relations (PR) is a vital component of marketing communication, focusing on managing relationships between organisations and their stakeholders. Unlike advertising, which is paid and controlled, PR often relies on earned media and credibility to shape perceptions. In marketing and promotion, PR plays a strategic role in building trust, enhancing reputation, and supporting promotional campaigns.

The aim of this Series is to help you understand how PR functions within marketing, explore its tools and techniques, and evaluate its role in supporting promotional strategies and long-term organisational success.



Series Learning Outcomes

Upon completing this Series, you should be able to:

SLO 5.1 define public relations and explain its role in marketing and promotion,

SLO 5.2 describe PR tools and techniques used in marketing communication,

SLO 5.3 analyse case examples of PR supporting promotional campaigns,

SLO 5.4 evaluate PR's role in building trust and reputation, and

SLO 5.5 assess PR as a strategic tool for long-term marketing success.

5.1 Definition And Role Of Public Relations In Marketing

5.1.1 What is public relations?

Public Relations (PR) is the practice of managing communication between an organisation and its stakeholders to build mutual understanding, trust, and credibility. Unlike advertising, which is paid and controlled, PR often relies on **earned media** such as press coverage, word-of-mouth, and community engagement. Its focus is on shaping perceptions and maintaining positive relationships.

Fill in the blank: Public Relations manages communication between an organisation and its _____ to build trust and credibility.



KEY FEATURES OF PUBLIC RELATIONS

Building Trust & Credibility Through Communication



Relationship Management

- Stakeholder Engagement
- Community Building



Earned Media

- Press Coverage
- Organic Mentions



Credibility Building

- Expert Endorsements
- Authentic Storytelling



Reputation Management

- Crisis Communication
- Brand Perception

Source: OER Foundation

Box 5.1 Key features of public relations

5.1.2 Role of PR in marketing and promotion

PR plays a strategic role in **marketing and promotion** by complementing advertising and other communication tools. It builds credibility, supports promotional campaigns, and enhances brand reputation. For example, PR can generate media coverage for a product launch, manage crises, or highlight corporate social responsibility initiatives.

Fill in the blank: PR supports promotional campaigns by generating positive _____ coverage and enhancing reputation.



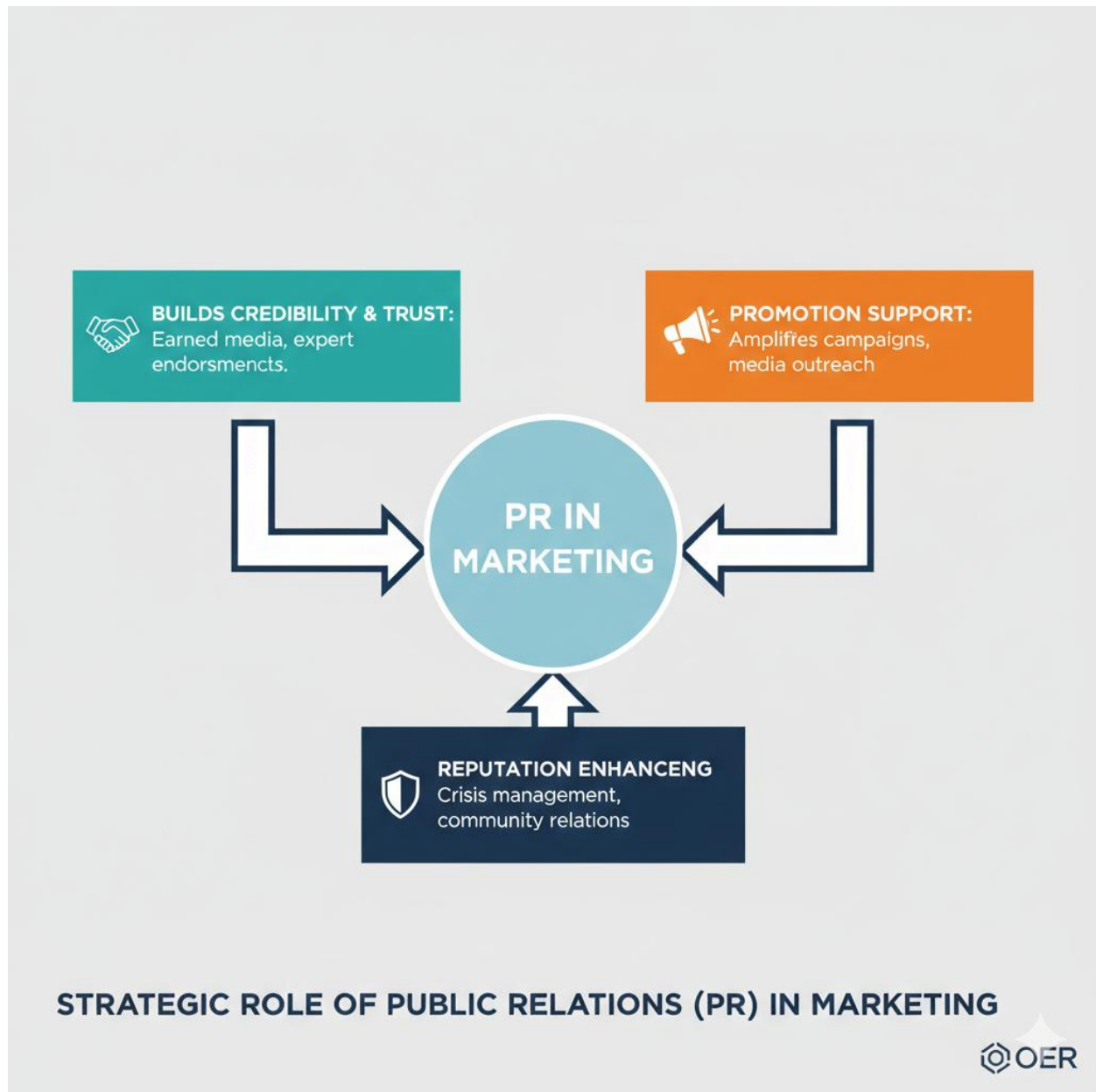


Diagram showing PR's role in marketing: credibility, promotion support, reputation enhancement.

Figure 5.1 Role of PR in marketing and promotion

Pilot questions 5.1

What is public relations?

How does PR differ from advertising?

What are the key features of PR?



How does PR support promotional campaigns?

Why is PR important for reputation management?

5.2 Tools And Techniques Of Public Relations

5.2.1 Media relations and press releases

Media relations involve building relationships with journalists and media outlets to secure coverage. **Press releases** are official statements distributed to the media to announce news such as product launches, events, or organisational updates. These tools help organisations gain visibility and credibility without direct advertising costs.

Fill in the blank: Press releases are official _____ distributed to the media to announce organisational news.

Image showing a press release being distributed to journalists.

Plate 5.1 Example of PR tool – press release

5.2.2 Events, sponsorships, and community engagement

PR also uses **events, sponsorships, and community engagement** to build goodwill and strengthen relationships. Hosting events or sponsoring activities provides visibility and demonstrates commitment to stakeholders. Community engagement initiatives, such as charity drives or sustainability projects, enhance reputation and trust.

Fill in the blank: Sponsorships and community engagement initiatives enhance organisational _____ and trust.



PR TOOLS FOR ENGAGEMENT



Events



Search Engine Marketing



Sponsorships



Community Engagement

Source: Open Educational Resource (OER)

Box 5.2 PR tools for engagement

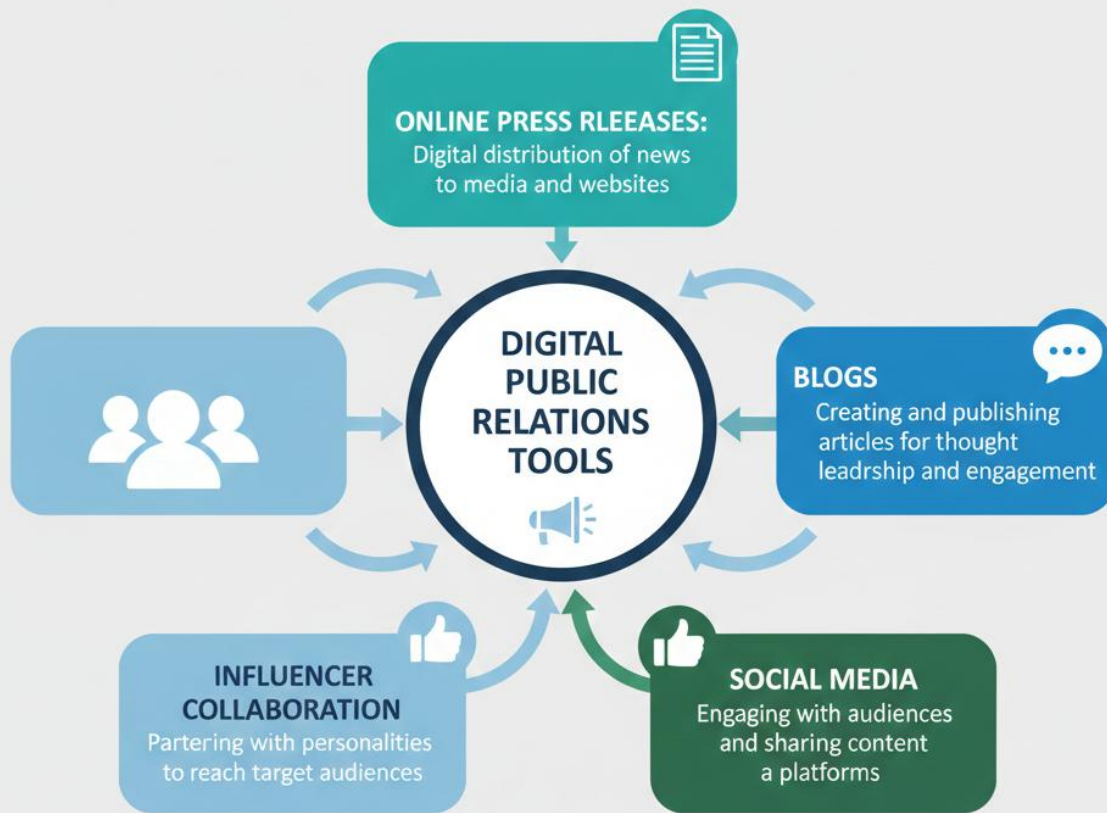
5.2.3 Digital PR and influencer collaboration

Modern PR includes **digital PR** strategies such as online press releases, blogs, and social media engagement. Collaborating with influencers allows organisations to reach niche audiences with authentic endorsements. Digital PR enhances reach, interactivity, and responsiveness compared to traditional methods.

Fill in the blank: Digital PR enhances reach and _____ compared to traditional methods.



DIGITAL PR TOOLS



SOURCE: OER COMMONS

Diagram showing digital PR tools: online press releases, blogs, social media, influencer collaboration.

Figure 5.2 Digital PR tools and techniques

Pilot questions 5.2

What are press releases used for in PR?

How do events and sponsorships support PR objectives?

Why is community engagement important in PR?



What is digital PR?

How does influencer collaboration enhance PR effectiveness?

5.3 Case Examples Of PR In Promotional Campaigns

5.3.1 PR supporting product launches

PR is often used to **support product launches** by generating media coverage, building anticipation, and enhancing credibility. For example, a company launching a new smartphone may issue press releases, host media events, and engage influencers to create buzz. Unlike advertising, PR coverage is perceived as more authentic because it comes from independent sources.

Fill in the blank: PR coverage is often perceived as more _____ because it comes from independent sources.

Image showing a product launch event with media coverage.

Plate 5.2 PR supporting a product launch

5.3.2 PR in crisis management and reputation recovery

PR is also critical in **crisis management**. When organisations face negative publicity, PR strategies such as transparent communication, press conferences, and stakeholder engagement help restore trust. For example, a food company facing safety concerns may use PR to communicate corrective actions and reassure customers.

Fill in the blank: Transparent communication during crises helps restore customer _____.

PR Strategies in Crisis Management
Transparent communication: Open and honest disclosure to maintain trust.
Press conferences: Direct engagement with media for real-time updates.
Stakeholder engagement: Proactive outreach to employees, customers, and partners.
Corrective action messaging: Communicating steps taken to resolve the issue.

Box 5.3 PR strategies in crisis management

Pilot questions 5.3

How does PR support product launches?

Why is PR coverage perceived as more authentic than advertising?

What role does PR play in crisis management?

Provide an example of PR restoring reputation after a crisis.



How does stakeholder engagement help in reputation recovery?

5.4 PR For Trust And Reputation Building

5.4.1 Transparency and credibility in PR

PR builds **trust and credibility** by ensuring transparency in communication. Organisations that openly share information, admit mistakes, and highlight corrective actions are more likely to gain stakeholder confidence. Credibility is reinforced when PR messages are consistent and supported by evidence.

Fill in the blank: PR builds trust and credibility by ensuring _____ in communication.

Diagram showing transparency and credibility as pillars of PR.

Figure 5.3 Transparency and credibility in PR

5.4.2 Long-term reputation management

PR contributes to **long-term reputation management** by maintaining positive relationships with stakeholders. This includes ongoing media engagement, community initiatives, and consistent messaging. Reputation management ensures that organisations remain trusted even during challenges, supporting sustainable success.

Fill in the blank: Long-term reputation management ensures organisations remain _____ even during challenges.

Image showing a community engagement initiative as part of PR.

Plate 5.3 PR supporting long-term reputation management

Pilot questions 5.4

How does PR build trust and credibility?

Why is transparency important in PR communication?

What is long-term reputation management in PR?

Provide an example of PR supporting community initiatives.

How does consistent messaging contribute to reputation management?

Series Summary

This Series has explored **Public Relations (PR) in Marketing and Promotion**, highlighting its role in building credibility, supporting campaigns, and managing reputation. We began by



defining PR and distinguishing it from advertising, noting its reliance on earned media and relationship management. We then examined PR's role in marketing and promotion, showing how it complements advertising and enhances brand reputation.

Next, we studied PR tools and techniques, including media relations, press releases, events, sponsorships, community engagement, and digital PR strategies such as influencer collaboration. We analysed case examples of PR supporting product launches and crisis management, demonstrating how PR generates authentic coverage and restores trust. Finally, we evaluated PR's role in building trust and long-term reputation management, emphasising transparency, credibility, and consistent messaging as foundations for sustainable success.

By completing this Series, you should now be able to define PR, describe its tools and techniques, analyse case examples, evaluate its role in trust and reputation building, and assess PR as a strategic tool for long-term marketing success. These abilities align with the Series Learning Outcomes (SLOs) and provide practical skills for applying PR effectively in marketing communication.

Glossary of Terms

Public Relations (PR): The practice of managing communication between an organisation and its stakeholders to build trust, credibility, and reputation.

Advertising vs. PR: Advertising is paid and controlled, while PR relies on earned media and credibility.

Earned media: Publicity gained through media coverage, word-of-mouth, or community engagement rather than paid promotion.

Media relations: Building relationships with journalists and media outlets to secure coverage.

Press release: An official statement distributed to the media to announce organisational news.

Events and sponsorships: PR tools used to build goodwill, visibility, and stakeholder relationships.

Community engagement: Initiatives such as charity drives or sustainability projects that enhance reputation and trust.

Digital PR: Online strategies including blogs, social media, and influencer collaboration to enhance reach and interactivity.

Crisis management: PR strategies used to address negative publicity and restore trust during organisational challenges.

Transparency in PR: Open and honest communication that builds credibility and stakeholder confidence.

Reputation management: Long-term PR efforts to maintain positive perceptions and trust among stakeholders.



Concept Check Questions 5

Objective questions

Define public relations (PR). (Linked to SLO 5.1)

State one key difference between PR and advertising. (Linked to SLO 5.1)

List two PR tools used in marketing communication. (Linked to SLO 5.2)

What is the purpose of a press release? (Linked to SLO 5.2)

Short-answer questions

5. Explain how PR supports product launches. (Linked to SLO 5.3)

6. Why is PR coverage often perceived as more authentic than advertising? (Linked to SLO 5.3)

7. How does transparency in PR build trust? (Linked to SLO 5.4)

8. What is long-term reputation management in PR? (Linked to SLO 5.4)

Long-answer questions

9. Analyse the role of PR in crisis management and reputation recovery. (Linked to SLO 5.3)

Basic response: Describe how PR uses transparent communication, press conferences, and corrective actions.

Value-added response: Evaluate how these strategies restore trust and provide examples of successful crisis management cases.

Evaluate PR as a strategic tool for long-term marketing success. (Linked to SLO 5.5)

Basic response: Explain how PR builds credibility, supports campaigns, and manages reputation.

Value-added response: Provide case examples of organisations using PR for sustainability and competitive advantage, critically assessing its effectiveness.

Answers to Concept Check Questions 5

PR is the practice of managing communication between an organisation and its stakeholders to build trust, credibility, and reputation.

Advertising is paid and controlled, while PR relies on earned media and credibility.

Media relations, press releases.

A press release is used to announce organisational news to the media.

PR supports product launches by generating media coverage, building anticipation, and enhancing credibility.

PR coverage is perceived as more authentic because it comes from independent sources.

Transparency builds trust by openly sharing information, admitting mistakes, and highlighting corrective actions.



Long-term reputation management involves ongoing PR efforts to maintain positive perceptions and stakeholder trust.

Basic response: PR uses transparent communication, press conferences, and corrective actions to manage crises.

Value-added response: For example, Johnson & Johnson's Tylenol crisis response restored trust by openly communicating and taking corrective measures.

Basic response: PR builds credibility, supports campaigns, and manages reputation.

Value-added response: Organisations that consistently engage in community initiatives and sustainability campaigns use PR strategically to sustain competitive advantage.

Answers to Pilot Questions 5.1

PR is the practice of managing communication between an organisation and its stakeholders.

PR relies on earned media, while advertising is paid and controlled.

Relationship management, earned media, credibility building, reputation management.

PR supports promotional campaigns by generating positive media coverage.

PR is important for reputation management because it builds trust and credibility.

Answers to Pilot Questions 5.2

Press releases announce organisational news to the media.

Events and sponsorships provide visibility and build goodwill.

Community engagement enhances reputation and trust.

Digital PR uses online press releases, blogs, and social media.

Influencer collaboration enhances PR effectiveness by reaching niche audiences authentically.

Answers to Pilot Questions 5.3

PR supports product launches by generating media coverage and building anticipation.

PR coverage is perceived as authentic because it comes from independent sources.

PR plays a role in crisis management by restoring trust through transparent communication.

Example: A food company using PR to communicate corrective actions after a safety issue.

Stakeholder engagement helps rebuild trust and reputation.

Answers to Pilot Questions 5.4

PR builds trust and credibility through transparency.



Transparency is important because it reassures stakeholders and reinforces confidence.

Long-term reputation management involves consistent PR efforts to maintain positive perceptions.

Example: A company engaging in community initiatives such as charity drives.

Consistent messaging ensures stakeholders perceive reliability and stability.

References and Attributions [Series 5]

This section provides references and attributions for the instructional content, illustrations, and open educational resources (OERs) suggested in **Series 5: Public Relations in Marketing and Promotion**. Entries are presented in APA style for clarity and consistency.

General References

Cutlip, S. M., Center, A. H., & Broom, G. M. (2011). *Effective Public Relations* (11th ed.). Pearson Education.

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Illustrations and OER Suggestions

Box 5.1 Key features of public relations

AI prompt: “Create a list infographic showing key features of public relations.”

Suggested OER search string: “public relations definition marketing OER.”

Figure 5.1 Role of PR in marketing and promotion

AI prompt: “Create a diagram showing PR’s role in marketing: credibility, promotion support, reputation enhancement.”

Suggested OER search string: “role of public relations in marketing diagram OER.”

Plate 5.1 Example of PR tool – press release

AI prompt: “Generate an image of a press release being distributed to journalists.”

Suggested OER search string: “press release public relations OER.”

Box 5.2 PR tools for engagement



AI prompt: “Create a list infographic showing PR tools for engagement.”

Suggested OER search string: “public relations events sponsorships OER.”

Figure 5.2 Digital PR tools and techniques

AI prompt: “Create a diagram showing digital PR tools: online press releases, blogs, social media, influencer collaboration.”

Suggested OER search string: “digital public relations tools OER.”

Plate 5.2 PR supporting a product launch

AI prompt: “Generate an image of a product launch event with journalists and influencers.”

Suggested OER search string: “public relations product launch case study OER.”

Box 5.3 PR strategies in crisis management

AI prompt: “Create a list infographic showing PR strategies in crisis management.”

Suggested OER search string: “public relations crisis management OER.”

Figure 5.3 Transparency and credibility in PR

AI prompt: “Create a diagram showing transparency and credibility as pillars of PR.”

Suggested OER search string: “public relations transparency credibility OER.”

Plate 5.3 PR supporting long-term reputation management

AI prompt: “Generate an image of a company engaging in community initiatives to build reputation.”

Suggested OER search string: “public relations reputation management OER.”

