



Marketing & PR

Mass Marketing

▶ Mass Marketing Tradition

- ▶ Tried to sell products to everyone.
- ▶ Relied on mass media audience to deliver advertising to mass publics (potential consumers).
- ▶ Increases in media channels yield fractured media audiences, and messages in a given channel reach fewer potential consumers.
- ▶ Changes lead to consumer-focused marketing (integrated marketing communication).



Integrated Marketing Communication (IMC)

- ▶ Products are developed for individual consumers.
- ▶ Databases are used to target individual customers.
- ▶ Potential customers receive specialized, unique messages.
- ▶ Applies Uses & Gratifications Theory to target consumer-preferred media.
- ▶ Capitalizes on interactive media to optimize opportunities for feedback.



IMC cont'd.

- ▶ Focus on individual consumers has changed 4 P's to 4 C's:
 - ▶ Product → **Consumer** wants and needs
 - ▶ Price → Consumer's **Cost**
 - ▶ Place → **Convenience** to buy
 - ▶ Promotion → Two-way **Communication**



IMC & PR

- ▶ Changes to marketing practices have resulted in changes to marketing public relations and consumer relations, further segmenting messages to customers.
- ▶ Advances in public relations have, in turn, influenced marketing by increasing the focus on two-way communication.
- ▶ PR & Marketing are still different.
 - ▶ Marketing focuses exclusively on consumer publics.
 - ▶ PR establishes and maintains relationships with ALL publics.

