## COMM 100: Sister Beth Hendricks

### October 7, 2010: Advertising

More than being creative

ADVERTISING TELLS

You must know what the consumer is thinking and communicate it well to them

The Communication Process

The Advertising Communication Model

*The Four P’s of Marketing*

-Product

-Price

-Place

-Promotion (Advertising and PR)

-People (Now the 5th P)

Not just consumer advertising

-Target audience: consumer, business, trade, professional, agricultural

-Geographical area: local, regional, national, international

-Medium: print, broadcast (radio, TV) out-of-home, direct mail [Labels on outside of clothing]

-Purpose: product, non-product (work of PR), commercial, noncommercial (Red Cross), action, awareness

Creates competition

Tells about new products and services

Makes you buy something you don’t need

Global expenditures ---- $450 billion

*JOBS*

-radio/TV producers

-account supervisors

-copywriters (Got Milk?)

-direct-marketing specialists

-sales promotion and event planners

-artists

-researchers

-media buyer

-art directors

-technical staff

-creative directors

-public relation specialists

-marketing specialist

Go into art or design school afterwards (creativity is competitive)

*Types of agencies*

-Full-service

-Business-to-business

-Creative boutiques

-Media-buying services

-Interactive

Account services

Research & account planning

Creative & production

Media planning and buying

Traffic management

-Outdoor (billboards)

-Premiums (free or reduced)

-Point of purchase displays (window or counter)

-Out of home

-Product placement (product in a movie)

\*Start by doing internships (2): They are not paid, but they will pay off