

Missouri State University – Marketing Definitions, Principles & Messages

Key Definitions

Public Relations

Public relations can lead to mutually favorable behavior from the organization and its publics. The goal is to 1) motivate new behavior, 2) reinforce existing positive behavior, or 3) modify negative behavior.

Marketing

Marketing involves the exchange of goods/services for an agreed sum of money. (Relationship Marketing combines elements of both public relations and marketing – focuses on customer retention and satisfaction, rather than on point-of-sale transactions.)

Advertising

Advertising is a form of paid communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Publicity

Publicity is the dissemination of free promotional material to draw interest or generate sales.

Brand

A brand describes the characteristics for which a person, organization, or business is known, primarily developed through experience. “Brand” is modern synonym for “reputation.” “Brand identity” describes the visual logos/colors/etc. to denote the brand.

Marketing Higher Education

Traditional Four P’s

1. Product
2. Price
3. Place (delivery methods/locations, etc.)
4. Promotion

Three More P’s for Emerging “Service Approach” to Marketing Higher Education

5. Physical Evidence
6. Processes
7. People

Common Pitfalls

- Too much focus on “promotion” (defined by most only as “publicity”) and not enough on the other elements, all of which are important in effective marketing and brand development
- Failure to establish specific, measurable goals

Effective Messages

- Focus on “benefits,” not “features”.... answer the “So what?” question
- Research, target and personalize message to target audience – segment as much as possible....and provide feedback loop
- Gather, tell, repeat compelling stories
- To achieve your goals, always strive for the most effective form of communication possible (most effective to less effective):

- One-to-one – best....ultimate goal of all communications is to get as close as possible to one-to-one
- One-to-small group
- One-to-large group

(If in-person not possible, telephone is second best...e-mails/letters/cards, if well done, also can be effective)

- Specialized communications (e-mails, publications) to target groups are next best
- Special events can combine several elements effectively; attendance of target audience is the issue
- Mass media/advertising are least effective of the options