



教育部高校工商管理类教学指导委员会双语教学推荐教材

Mc
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Education

工商管理经典教材·市场营销系列

BUSINESS ADMINISTRATION CLASSICS

广告学

英文版

威廉·阿伦斯 (William F. Arens)
戴维·谢弗 (David H. Schaefer) 著
迈克尔·魏戈尔德 (Michael F. Weigold)
程坪 丁俊杰 改编

M: ADVERTISING



 中国人民大学出版社

全新版

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使我们后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

改编者的话

《当代广告学》是一部畅销全球的广告学教材，自1983年第1版面世以来，先后被翻译成法语、西班牙语、俄语、汉语等多种文字出版发行，在美国、加拿大、欧洲和亚洲，有900多所大学采用本书作为教材，使其受到学界和业界的认可。

连续30年，《当代广告学》不断再版，从中可以看出，它不仅向读者传播广告的基础知识、基本规律、基本理论，同时也不断地介绍广告业的变化，尤其是美国广告业。通读完本书，我们不仅被广告世界所吸引，还在认识广告理论、广告操作、广告行业变化的同时，感受着巨大的社会变化。

在当今社会，人们的生活、工作无不受到广告的影响，尤其是在网络媒体高度发达的今天，很多人同时具备受众和广告制作者的双重身份。学习广告将使读者掌握一种宝贵的工具，对其工作和生活都大有裨益。正如本书作者所说，通过学习广告，读者可以学会：从战略的角度进行思考和计划，收集并分析调查数据，计算并评估各种行动方案，在富有创造性地解决问题的过程中与人合作，分析各个竞争性提案，理解他人的行为方式与动机，清晰简明地表达自己的观点，说服别人接受自己的观点，品味不同创意成果的美妙之处，运用数据进行翔实、自信和令人信服的表述，等等，这些表述的背后其实阐述了这样一个观念，广告不仅是一种专业知识，在现代社会，它也是一种通识性的思考工具、一种可借鉴的工作方法、一种普适性的生活智慧。若用一个概念来概括本书的特点，那就是本书无形之中提出了“大广告”这个理念。

本书为《当代广告学》一书的精简版。为了满足我国当前市场的特定需要和广告教学的要求，使本书在结构上更加紧凑，在保持原著的精髓和主体完整性的前提下，本书的改编版删减了原书的部分专栏和案例。被删减的内容具有以下特点：文化和法律环境的差异导致内容明显不适用；涉及的公司或产品过于陌生或经营环境差异过大，不适合在教学中运用。

在本书改编过程中，我们得到了许多朋友的热情帮助和支持，在此表示诚挚的谢意！最后，尽管为本书的改编和出版做出了很多努力，但我们对原书所做的删减恐有不当之处，敬请各位老师和读者批评指正。

简明目录

第1篇 广告概述	(1)
第1章 广告进化史	(3)
第2章 广告的经济、社会和法规层面	(23)
第3章 广告业	(51)
第2篇 认识目标受众	(79)
第4章 市场细分、目标锁定与营销组合	(81)
第5章 传播与消费者行为	(112)
第3篇 策划流程	(137)
第6章 客户策划与调查	(139)
第7章 营销、广告与整合营销策划	(161)
第4篇 创意流程	(185)
第8章 广告创作：战略与过程	(187)
第9章 创意实施：艺术与文案	(206)
第10章 广告制作	(233)
第5篇 到达目标受众	(255)
第11章 印刷广告	(257)
第12章 电子媒介：电视与广播	(280)
第13章 数字互动媒介	(306)
第14章 户外、直邮与礼品广告	(328)
第6篇 整合营销传播要素	(351)
第15章 媒体策划与购买	(353)
第16章 整合营销传播：直接营销、人员销售、包装与销售推广	(377)
第17章 整合营销传播：公共关系、赞助与企业广告	(403)

contents

part one AN INTRODUCTION TO ADVERTISING 1

CHAPTER 1 THE EVOLUTION OF ADVERTISING 3

WHAT IS ADVERTISING? 5
THE ROLE OF ADVERTISING IN BUSINESS 7
ECONOMICS: THE GROWING NEED FOR ADVERTISING 8
THE EVOLUTION OF ADVERTISING AS AN ECONOMIC
TOOL 11
SOCIETY AND ETHICS: THE EFFECTS OF ADVERTISING 21

CHAPTER 2 THE ECONOMIC, SOCIAL, AND REGULATORY ASPECTS OF ADVERTISING 23

THE MANY CONTROVERSIES ABOUT ADVERTISING 25
THE ECONOMIC IMPACT OF ADVERTISING 26
THE SOCIAL IMPACT OF ADVERTISING 30
SOCIAL RESPONSIBILITY AND ADVERTISING ETHICS 35
CURRENT REGULATORY ISSUES AFFECTING U.S.
ADVERTISERS 37
FEDERAL REGULATION OF ADVERTISING IN THE UNITED
STATES 40
STATE AND LOCAL REGULATION 46
NONGOVERNMENT REGULATION 47
GOVERNMENT RESTRAINTS ON INTERNATIONAL
ADVERTISERS 50
THE ETHICAL AND LEGAL ASPECTS OF ADVERTISING IN
PERSPECTIVE 50

CHAPTER 3 THE BUSINESS OF ADVERTISING 51

THE ADVERTISING INDUSTRY 52
THE ADVERTISERS (CLIENTS) 53
THE ADVERTISING AGENCY 64

WHAT PEOPLE IN AN AGENCY DO 67
THE CLIENT/AGENCY RELATIONSHIP 71
THE SUPPLIERS IN ADVERTISING 74
THE MEDIA OF ADVERTISING 75
CURRENT TRENDS 76

part two UNDERSTANDING THE TARGET AUDIENCE 79

CHAPTER 4 SEGMENTATION, TARGETING, AND THE MARKETING MIX 81

THE LARGER MARKETING CONTEXT OF ADVERTISING 82
THE MARKET SEGMENTATION PROCESS 84
THE TARGET MARKETING PROCESS 98
ADVERTISING AND THE PRODUCT ELEMENT 100
ADVERTISING AND THE PRICE ELEMENT 106
ADVERTISING AND THE DISTRIBUTION (PLACE)
ELEMENT 106
ADVERTISING AND THE PROMOTION (COMMUNICATION)
ELEMENT 109
THE MARKETING MIX IN PERSPECTIVE 111

CHAPTER 5 COMMUNICATION AND CONSUMER BEHAVIOR 112

COMMUNICATION: WHAT MAKES ADVERTISING UNIQUE 114
CONSUMER BEHAVIOR: THE KEY TO ADVERTISING
STRATEGY 116
PERSONAL PROCESSES IN CONSUMER BEHAVIOR 118
INTERPERSONAL INFLUENCES ON CONSUMER
BEHAVIOR 127
THE PURCHASE DECISION AND POSTPURCHASE
EVALUATION 132
DIFFERENT RESPONSES FROM DIFFERENT PRODUCTS 134

part three THE PLANNING PROCESS 137

CHAPTER 6 ACCOUNT PLANNING AND RESEARCH 139

THE ACCOUNT PLANNER AS CONSUMER ADVOCATE 140
THE NEED FOR RESEARCH IN MARKETING AND
ADVERTISING 142
STEPS IN THE RESEARCH PROCESS 147
IMPORTANT ISSUES IN ADVERTISING RESEARCH 156

CHAPTER 7 MARKETING, ADVERTISING, AND IMC PLANNING 161

THE MARKETING PLAN 162
THE IMPORTANCE OF RELATIONSHIP
MARKETING 169
USING IMC TO MAKE RELATIONSHIPS WORK 172
THE ADVERTISING PLAN 176

part four THE CREATIVE PROCESS 185

CHAPTER 8 CREATING ADS: STRATEGY AND PROCESS 187

THE CREATIVE TEAM: ORIGINATORS OF ADVERTISING
CREATIVITY 188
CREATING GREAT ADVERTISING 189
FORMULATING CREATIVE STRATEGY: THE KEY TO GREAT
ADVERTISING 191
HOW CREATIVITY ENHANCES ADVERTISING 194
THE CREATIVE PROCESS 198
THE EXPLORER ROLE: GATHERING INFORMATION 198
THE ARTIST ROLE: DEVELOPING AND IMPLEMENTING
THE BIG IDEA 199
THE JUDGE ROLE: DECISION TIME 204
THE WARRIOR ROLE: OVERCOMING SETBACKS AND
OBSTACLES 205

CHAPTER 9 CREATIVE EXECUTION: ART AND COPY 206

DELIVERING ON THE BIG IDEA: THE VISUAL AND THE
VERBAL 207

THE ART OF CREATING PRINT ADVERTISING 207
PRODUCING GREAT COPY IN PRINT ADVERTISING 214
CREATING GREAT COPY IN ELECTRONIC MEDIA 222
THE ROLE OF ART IN RADIO AND TV ADVERTISING 224
WRITING FOR THE WEB 229
CREATING ADS FOR INTERNATIONAL MARKETS 230

CHAPTER 10 PRODUCING ADS 233

MANAGING ADVERTISING PRODUCTION 234
THE PRINT PRODUCTION PROCESS 237
QUALITY CONTROL IN PRINT PRODUCTION 243
THE RADIO COMMERCIAL PRODUCTION PROCESS 244
THE TELEVISION COMMERCIAL PRODUCTION PROCESS 246
PRODUCING ADVERTISING FOR DIGITAL MEDIA 252

part five REACHING THE TARGET AUDIENCE 255

CHAPTER 11 PRINT ADVERTISING 257

SELECTING MEDIA 259
PRINT MEDIA 259
USING MAGAZINES IN THE MEDIA MIX 259
HOW MAGAZINES ARE CATEGORIZED 262
BUYING MAGAZINE SPACE 265
USING NEWSPAPERS IN THE MEDIA MIX 268
HOW ADVERTISERS BUY NEWSPAPER SPACE 273
PRINT MEDIA AND NEW TECHNOLOGIES 276
DIRECTORIES AND YELLOW PAGES 278

CHAPTER 12 ELECTRONIC MEDIA: TELEVISION AND RADIO 280

THE MEDIUM OF TELEVISION 282
TV AUDIENCE MEASUREMENT 294
BUYING TELEVISION TIME 297
THE MEDIUM OF RADIO 299
BUYING RADIO TIME 302

CHAPTER 13 DIGITAL INTERACTIVE MEDIA 306

DIGITAL INTERACTIVE MEDIA 307
MEASURING THE INTERNET AUDIENCE 313
BUYING TIME AND SPACE ON THE INTERNET 318

TYPES OF INTERNET ADVERTISING 320
PROBLEMS WITH THE INTERNET AS AN ADVERTISING
MEDIUM 326
USING THE INTERNET IN IMC 326

CHAPTER 14 OUT-OF-HOME, DIRECT-MAIL, AND SPECIALTY ADVERTISING 328

OUT-OF-HOME MEDIA 330
OUTDOOR ADVERTISING 331
TRANSIT ADVERTISING 338
OTHER OUT-OF-HOME MEDIA 341
DIRECT-MAIL ADVERTISING: THE ADDRESSABLE
MEDIUM 343
SPECIALTY ADVERTISING 348

part six INTEGRATING MARKETING COMMUNICATIONS ELEMENTS 351

CHAPTER 15 MEDIA PLANNING AND BUYING 353

MEDIA PLANNING: INTEGRATING SCIENCE WITH
CREATIVITY IN ADVERTISING 356
DEFINING MEDIA OBJECTIVES 361
DEVELOPING A MEDIA STRATEGY: THE MEDIA MIX 365
MEDIA TACTICS: SELECTING AND SCHEDULING MEDIA
VEHICLES 370
THE ROLE OF THE MEDIA BUYER 376

CHAPTER 16 IMC: DIRECT MARKETING, PERSONAL SELLING, PACKAGING, AND SALES PROMOTION 377

THE IMPORTANCE OF RELATIONSHIP MARKETING
AND IMC 379
UNDERSTANDING DIRECT MARKETING 380
THE ROLE OF DIRECT MARKETING IN IMC 381
TYPES OF DIRECT MARKETING ACTIVITIES 384
PERSONAL SELLING: THE HUMAN MEDIUM 387
TRADE SHOWS 391
PRODUCT PACKAGING 392
THE ROLE OF SALES PROMOTION IN IMC 394
SALES PROMOTION STRATEGIES AND TACTICS 396

CHAPTER 17 IMC: PUBLIC RELATIONS, SPONSORSHIP, AND CORPORATE ADVERTISING 403

THE ROLE OF PUBLIC RELATIONS 404
THE PUBLIC RELATIONS JOB 407
SPONSORSHIP AND EVENTS 415
CORPORATE ADVERTISING 422

ENDNOTES 425
CREDITS 441
ACTIVE REVIEW CARD 443

PART ONE

AN INTRODUCTION TO ADVERTISING

the evolution of advertising

Advertising pros pay careful attention to the work of others, and they pay extra attention when ads are inspired and effective. One such campaign ran from the end of 2006 through November 2008. But this campaign was not for a soap brand or some other product; it was for a young candidate who, seemingly coming from nowhere, won election to the highest office in the land.

Barack Obama is a natural leader and an exciting speaker. Even so, when he announced that he would run for president, it took audacity, to borrow from an Obama book title, to believe he would

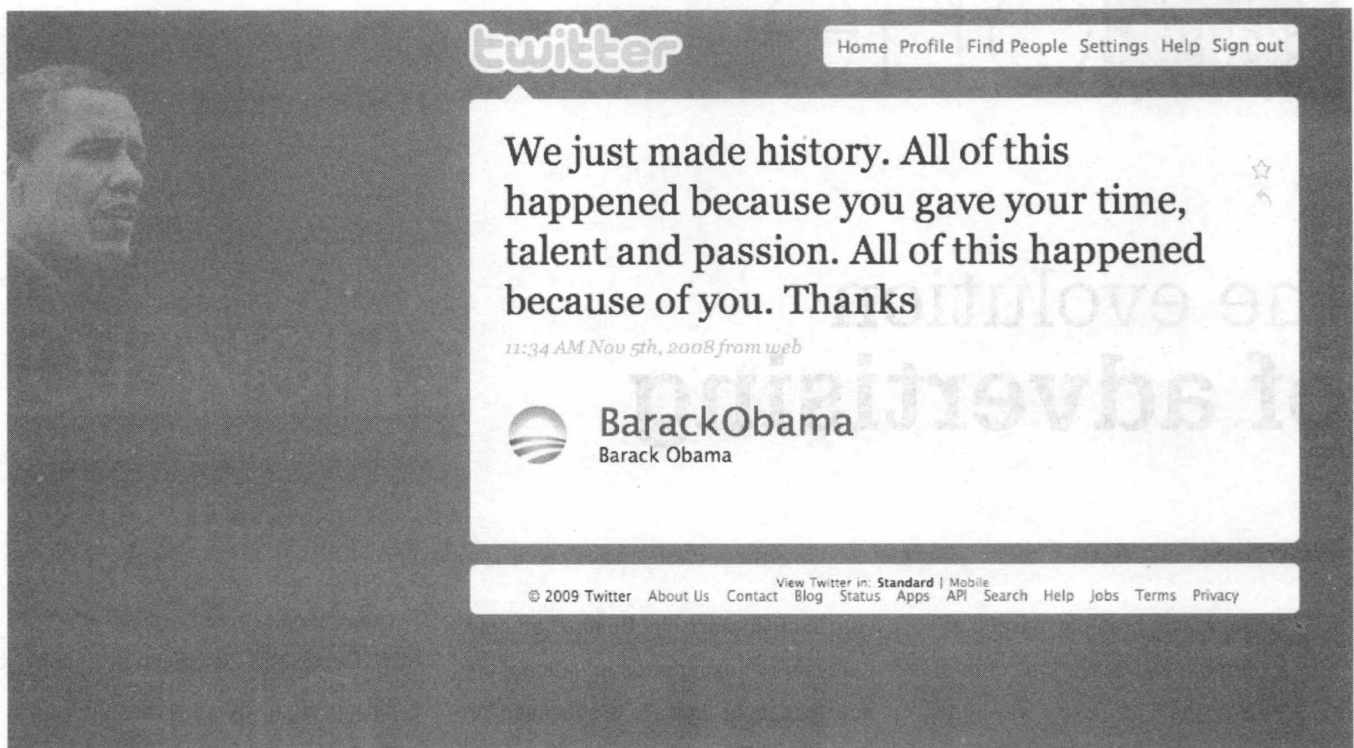
win. Just 46 years old, Obama had only two years of experience in national office. Indeed, he was a long shot even for the nomination of his party.

The Obama team's assessment of his situation in late 2006 revealed it would be an uphill climb. In the Democratic primary, polls gave Hillary Clinton three times as many supporters as Obama.¹ Nationally the story was even bleaker. A survey found a matchup with likely Republican nominee John McCain would give McCain every state but two, Illinois and Hawaii.²

The situation analysis also revealed some great opportunities. Understanding those

LEARNING OBJECTIVES

- L01 Define advertising and distinguish it from other forms of marketing communications.
- L02 Explain the role advertising plays in business and marketing.
- L03 Illustrate the functions of advertising in a free market economy.
- L04 Discuss how advertising evolved with the history of commerce.
- L05 Describe the impact of advertising on society.



opportunities, and developing a strategy for seizing them, proved central to creating Obama's great ads. Obama's team knew that Hillary Clinton, in addition to being ahead in the polls, was well known. Many of her enthusiastic supporters were excited at the prospect that she would become the first female president. But she also had vulnerabilities, chief among them her vote giving President Bush the authority to go to war in Iraq and her association with her husband's administration eight years earlier.

Obama's team decided that he would be positioned as the candidate of change. Every message coming from the campaign, whether in ads, speeches, Web sites, press releases, posters, bumper stickers, or any other medium, would resonate with that theme. As you'll see later in this book, *positioning* is a term marketers use when they create an image of a product, person, organization, or idea in the minds of a group of people.

Creating a campaign around the core idea of change was brilliant. It turned Obama's outsider status and lack of experience into a plus. And it transformed a seeming strength of Clinton into a liability. Obama's message to an electorate that wanted

fresh approaches was that electing Clinton would bring more of the old ways of governing. Obama's advisors were right. In 2008, voters were more interested in change than experience.

The election pitted Obama against Republican John McCain. Would the "change" message still work against a self-described "maverick," a candidate known for bucking his own party? Obama's advisors thought so. They would neutralize McCain's maverick status by linking him to President Bush. Obama's ads and speeches linking McCain to Bush occurred with such frequency that during the final debate an exasperated McCain cried out: "If you want to run against President Bush, you should have run four years ago."

Obama had a solid core strategy: convince voters that he was the candidate of change. Tactically his campaign also made several smart moves. One tactic was to spend heavily on advertising, in fact a record amount of over \$310 million. McCain, less effective at raising money, could only spend \$135 million.³ Spending lots of money was important for Obama since voters were relatively unfamiliar with him. And spend he did, more than any other candidate in history.

Where did the money go? Most was spent on television spots, with only a tiny amount, about \$8 million, going to online media.⁴ But the money comparisons are misleading because traditional and online media were used for different audiences and purposes. With television, Obama was able to reach large numbers of undecided voters. These individuals are generally politically unengaged, and TV, an intrusive medium, proved an effective way to familiarize such voters with the candidate. Conversely, new media are interactive, people seek out information. So online options, such as search engine ads and social media, were vital for communicating with supporters. But the biggest benefit of online media can be summed up in a single word: money. The campaign raised over \$500 million on the Internet, with more than 6 million people sending donations online.

Obama, of course, made history by winning and becoming the first American president of African-American descent. But his campaign made history as well. Future campaigns, both for candidates and for products and services, will learn much from his success.⁵ ■

marketing communications

The various efforts and tools companies use to initiate and maintain communication with customers and prospects, including solicitation letters, newspaper ads, event sponsorship, publicity, telemarketing, statement stuffers, and coupons, to mention just a few.

advertising

The structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

consumers

People who buy products and services for their own, or someone else's, personal use.

various tools is **marketing communications**. And advertising is just one type of marketing communication.

So, then, what is advertising?

At the beginning of the twentieth century, Albert Lasker, generally regarded as the father of modern advertising, defined advertising as “salesmanship in print, driven by a reason why.”⁶ But that was long before the advent of radio, television, or the Internet. The nature and scope of the business world, and advertising, were quite limited. More than a century later, our planet is a far different place. The nature and needs of business have changed, and so have the concept and practice of advertising.

Definitions of advertising abound. Journalists, for example, might define it as a communication, public relations, or persuasion process; businesspeople see it as a marketing process; economists and sociologists tend to focus on its economic, societal, or ethical significance. And some consumers might define it simply as a nuisance. Each of these perspectives has

Advertising is salesmanship in print.

—Albert Lasker, 1899

LO1 Define advertising and distinguish it from other forms of marketing communications.

WHAT IS ADVERTISING?

You are exposed to hundreds and maybe even thousands of commercial messages every day. They may appear in the forms used by the Obama campaign—television commercials, Web sites, and text messages—or in the form of product placements in TV shows, coupons, sales letters, event sponsorships, telemarketing calls, or e-mails. These are just a few of the many communication tools that companies and organizations use to initiate and maintain contact with their customers, clients, and prospects. You may simply refer to them all as “advertising.” But, in fact, the correct term for these

some merit, but for now we’ll use the following functional definition:

Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

Let’s take this definition apart and analyze its components. Advertising is, first of all, a type of *communication*. It is actually a very *structured* form of communication, employing both verbal and nonverbal elements that are *composed* to fill specific space and time formats determined by the sponsor.

Second, advertising is typically directed to groups of people rather than to individuals. It is therefore *nonpersonal*, or *mass communication*. These people could be **consumers**, who buy products for their personal use. Or they might be businesspeople who would buy large quantities of products for resale in their stores.

public service announcements (PSAs) An advertisement serving the public interest, often for a nonprofit organization, carried by the media at no charge.

goods Tangible products such as suits, soap, and soft drinks.

services A bundle of benefits that may or may not be physical, that are temporary in nature, and that come from the completion of a task.

ideas Economic, political, religious, or social viewpoints that advertising may attempt to sell.


product The particular good or service a company sells.

THE DOCTOR TAKES A LOOK AT YOUR COLON

AND IF THERE'S A POLYP ● IT'S REMOVED BEFORE IT TURNS INTO CANCER.

Now you know how you can prevent colon cancer.

If you're 50 or older, talk to your doctor about getting tested for colon cancer. For a free information packet on the different ways you can be tested, call 1-800-ACS-2345 or visit www.cancer.org/colon.

 American Cancer Society®

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Even nonprofits use advertising to bring in needed revenue.

Most advertising is *paid* for by sponsors. GM, Walmart, the Obama campaign, and your local fitness salon pay the newspaper or the radio or TV station to carry the ads you read, see, and hear. But some sponsors don't have to pay for their ads. The American Red Cross, United Way, and American Cancer Society are among the many national organizations whose **public service announcements (PSAs)** are carried at no charge because of their nonprofit status. Likewise, a poster on a school bulletin board promoting a dance is not paid for, but it is still an ad—a structured, nonpersonal, persuasive communication.

Of course, most advertising is intended to be *persuasive*—to win converts to a product, service, or idea. Some ads, such as legal announcements, are intended merely to inform, not to persuade. But they are still ads because they satisfy all the other requirements of the definition.

In addition to promoting tangible **goods** such as oranges, iPods, and automobiles, advertising helps publicize the intangible **services** of bankers, beauticians, bike repair shops, bill collectors, and Internet providers. Increasingly, advertising is used to advocate a wide variety of **ideas**, whether economic, political, religious, or social. In this book the term **product** encompasses goods, services, and ideas.

medium

An instrument or communications vehicle that carries or helps transfer a message from the sender to the receiver.

word-of-mouth (WOM) advertising

The passing of information, especially product recommendations, by verbal communication, in an informal, unpaid, person-to-person manner, rather than by advertising or other forms of traditional marketing.

mass media

Print or broadcast media that reach very large audiences. Mass media include radio, television, newspapers, magazines, and billboards.

marketing

An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

marketing mix

Four elements, called the 4Ps (product, price, place, and promotion), that every company has the option of adding, subtracting, or modifying in order to create a desired marketing strategy.

An ad *identifies* its sponsor. This seems obvious. The sponsor wants to be identified, or why pay to advertise?

Finally, advertising reaches us through a channel of communication referred to as a **medium**. An advertising medium is any nonpersonal means used to present an ad to its target audience. Thus, we have radio advertising, television advertising, newspaper ads, Google ads, and so on. When you tell somebody how much you like a product, that's sometimes called **word-of-mouth (WOM) advertising**. Although WOM is a communication medium, it's not an advertising medium. It's not structured, or openly sponsored, or paid for. Historically, advertisers have used the traditional **mass media** (the plural of medium)—radio, TV, newspapers, magazines, and billboards—to send their messages. Modern technology enables advertising to reach us efficiently through a variety of addressable media (like direct mail) and interactive media (like the Internet). Advertisers also use a variety of other nontraditional media such as shopping carts, blimps, and DVDs to find their audience.

check yourself ✓

1. What are the six key components of the definition of advertising?
2. Under what conditions might advertising not be paid for?

L02 Explain the role advertising plays in business and marketing.

THE ROLE OF ADVERTISING IN BUSINESS

In Chapter 5 we discuss in more detail how advertising helps to inform and persuade consumers, but first let's consider advertising's role in business. Every business organization

performs a number of activities, typically classified into three broad divisions:

- Operations (production/manufacturing)
- Finance/administration
- Marketing

Of all the business functions, marketing is the only one whose primary role is to bring in revenue. Without revenue, of course, a company cannot pay its employees' salaries or earn a profit. So marketing is very important.

What Is Marketing?

Over the years, the concept of marketing has evolved based on the supply of and demand for products. Because we need to understand marketing as it relates to *advertising*, we will use the American Marketing Association's definition:

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.⁷

We will devote all of Part 2 to the subject of marketing and consumer behavior. What's important to understand now is that marketing is a *set of processes*—a series of actions that take place sequentially—aimed at satisfying customer needs profitably. These processes are typically broken down into the 4 Ps of the **marketing mix**: developing *products*, pricing them strategically, distributing them so they are available to customers at appropriate *places*, and *promoting* them through sales and advertising activities (see Exhibit 1-1). The ultimate goal of marketing is to earn a profit for the firm by consummating the exchange of products or services with those customers who need or want them. And the role of advertising is to promote—to inform, persuade, and remind groups of customers, or markets, about the need-satisfying value of the company's goods and services.

Advertising and the Marketing Process

Advertising helps the organization achieve its marketing goals. So do market research, sales, and distribution. And these other marketing specialties all have an impact on the kind of advertising a company employs. An effective advertising specialist must have a broad understanding of the whole marketing process in order to know what type of advertising to use in a given situation.