

- Dr.Kajal Maheshwari : ICT and E resources usage
- 1. MS Office,
- 2. Website,
- 3. Video,
- 4. G-suite: Google Form, Google sheets

# MS Office: Sample PPT of MM

## Marketing Communications Mix



Advertising

Word-of-Mouth



Direct and Interactive Marketing

Events and Experiences



Public Relations and Publicity



Sales Promotion



Sales Force

## CHAPTER- 4 PROMOTION

### Communication Platforms

#### Public Relations and Publicity

- ✓ Press kits
- ✓ Speeches
- ✓ Seminars
- ✓ Annual reports
- ✓ Charitable donations
- ✓ Publications
- ✓ Lobbying
- ✓ Company magazine

#### Direct and Interactive Marketing

- ✓ Catalogs
- ✓ Mailings
- ✓ Telemarketing
- ✓ Electronic shopping
- ✓ TV shopping
- ✓ Email
- ✓ Company blogs
- ✓ Web sites

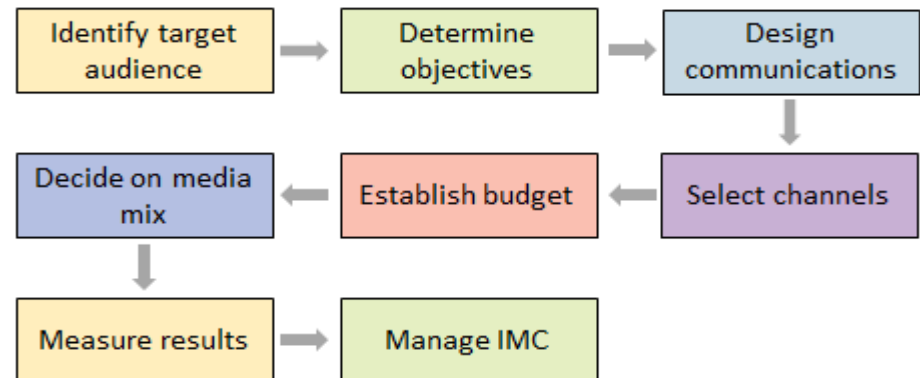
#### Personal Selling

- ✓ Sales presentation
- ✓ Samples
- ✓ Incentive program
- ✓ Fairs/ trade show

#### Word-of-Mouth

- ✓ Person-to-person
- ✓ Chat rooms/Blogs

### Steps in Developing Effective Communications



# Example: Websites referred

- <https://retail.economictimes.indiatimes.com/2.wps.prenhall.com/wps/media/objects/1578/1616735/ppts>.
- <https://www.businesstoday.in/current/corporate/zomato-appoints-executive-mohit-gupta-ceo-food-delivery/story/279878.html>.
- <https://www.youtube.com/watch?v=5ZBqa-V3up8>
- [https://www.businessstandard.com/article/companies/how-flipkart-is-tweaking-its-user-interface-to-win-diverse-customers-118030100523\\_1.html](https://www.businessstandard.com/article/companies/how-flipkart-is-tweaking-its-user-interface-to-win-diverse-customers-118030100523_1.html)

# Example: Videos referred

SS IN MANUFACTURING.flv - VLC media player

Media Playback Audio Video Subtitle Tools View Help

**Sort**  
**Set**  
**Shine**  
**Standardise**  
**Sustain**

00:47 12:12

100%

3:47 PM

The image shows a VLC media player window displaying a video. The video content consists of five lines of text, each on a separate horizontal band with a different background color. The text is: 'Sort' (red), 'Set' (blue), 'Shine' (yellow), 'Standardise' (green), and 'Sustain' (purple). The VLC interface includes a menu bar at the top, a playback progress bar at the bottom left showing 00:47, and a system tray at the bottom right showing the time 12:12 and a volume indicator at 100%. The Windows taskbar is visible at the very bottom of the screen.

# Google Forms: To conduct students practice sessions for MCQ's :106 BOM

The screenshot shows a Google Forms interface in a web browser. The browser's address bar displays the URL: <https://docs.google.com/forms/d/1vVknizkGclNJ5BQn24F2FnRJZogEyMM9aX-vvushsFE/edit>. The form title is "BOM MCQ CHAPTER 1 2015". The form has two tabs: "QUESTIONS" and "RESPONSES" (with a count of 171). The first question is: "1. \_\_\_\_\_ is the process of identifying, anticipating and satisfying consumer requirements profitably." The options are:  Marketing,  Selling,  Distribution, and  Advertising. The second question is: "2 \_\_\_\_\_ means dividing the total market for a product into different parts & segments." The options are:  a Marketing,  b MIS,  c CRM, and  dMarket Segmentation. A vertical toolbar on the right side of the form contains icons for adding, deleting, and editing questions.

QUESTIONS    RESPONSES    171

1. \_\_\_\_\_ is the process of identifying, anticipating and satisfying consumer requirements profitably.

- Marketing
- Selling
- Distribution
- Advertising

2 \_\_\_\_\_ means dividing the total market for a product into different parts & segments.

- a Marketing
- b MIS
- c CRM
- dMarket Segmentation



# Example: Google Sheets

PCET Internet Login Port: X 2.3- Faculty ICT - Invitati X 2017-18 REPORTS of AC X Inbox (698) - kajalJuly28 X MCQ MM 201 CHAPTER X

Secure | https://docs.google.com/spreadsheets/d/1OTQjnTcRd3ZuJ\_ieNH-0hL2zQOjxK\_ifJQpY8Fxfho/edit#gid=482235927

MCQ MM 201 CHAPTER 3,4 AND 5 (Responses) ☆

File Edit View Insert Format Data Tools Form Add-ons Help

100% \$ % .0 .00 123 Arial 10 B I U A

	A	B	C	D	E	F	G	H	I
1	Timestamp	Email Address	Score	Name	Email	DIV	ROLL NO.	1. The celebrity in scanda	2. The commerci
2	3/27/2017 14:13:04	pradipbhujbal@sbpatilmb	13 / 65	Pradip manik Bhujbal	Pradipbhujbal@sbpatilmb	A		5 d. Likeability	b. Transformati
3	3/27/2017 14:26:14	mangeshbhatiya@sbpatil	32 / 65	MANGESH Bhatiya	MANGESH Bhatiya	C	126	e. Trustworthiness	a. Informational a
4	3/27/2017 14:28:32	sonalukirde@sbpatilmba.	14 / 65	Ukirde sonal	Ukirdesonal@sbpatilmba.	C	179	a. Appropriateness	b. Transformati
5	3/27/2017 14:37:30	truptilad@sbpatilmba.com	11 / 65	trupti lad	truptiad@sbpatilmba.com	C	148	e. Trustworthiness	a. Informational a
6	3/27/2017 14:37:38	sohailshaikh@sbpatilmba	19 / 65	Saddam	Jaffarsaddam@sbpatilmb	C	167	e. Trustworthiness	c. Collective app
7	3/27/2017 14:41:35	pratikalgur@sbpatilmba.c	30 / 65	Pratik Algur	pratikalgur@sbpatilmba.c	C	123	e. Trustworthiness	d. Personal appe
8	3/27/2017 14:42:48	subhashkumarkumavat@	27 / 65	subhash kumawat	subhashkumarkumavat@B		85		
9	3/27/2017 14:44:05	narshimamohan@sbpatilr	18 / 65	MOHAN REDDY	narshimamohan@sbpatilr	A	25	a. Appropriateness	a. Informational a
10	3/27/2017 14:44:24	shubhampaiyawal@sbpa	32 / 65	shubham	shubhampaiyawal@sbpa	A	31	e. Trustworthiness	d. Personal appe
11	3/27/2017 14:48:29	ninadshinde@sbpatilmba	36 / 65	Ninad Shinde	ninadshinde@sbpatilmba	A	49	e. Trustworthiness	a. Informational a
12	3/27/2017 14:48:58	avinashshejwal@sbpatilr	21 / 65	Avinashshejwal	avinashshejwal@sbpatilr	B	Avinash shejwal (104)	e. Trustworthiness	b. Transformati
13	3/27/2017 14:49:30	ashwinikhadkikar@sbpati	22 / 65	Ashwini Khadkikar	ashwinikhadkikar@sbpati	B	81	d. Likeability	c. Collective app
14	3/27/2017 14:49:39	amitajagtap@sbpatilmba.	21 / 65	AMITA	amitajagtap@sbpatilmba.	C	141	b. Recognition	a. Informational a
15	3/27/2017 14:50:03	nileshkhandagale@sbpat	27 / 65	nilesh khandagale	nileshkhandagale@sbpat	A	60	d. Likeability	d. Personal appe
16	3/27/2017 14:50:22	monikasharma@sbpatilm	28 / 65	monika sharma	monikasharma@sbpatilm	B	103	e. Trustworthiness	e. None of the ab
17	3/27/2017 14:50:39	ganeshgarud@sbpatilmb	24 / 65	ganesh garud	ganeshgarud@sbpatilmb	C	134	e. Trustworthiness	d. Personal appe
18	3/27/2017 14:50:41	athulyanair@sbpatilmba.c	29 / 65	athulya nair	athulyanair@sbpatilmba.c	B	92	e. Trustworthiness	b. Transformati
19	3/27/2017 14:50:44	pratibhasalunke@sbpatilr	24 / 65	pratibha	pratibhasalunke@sbpatilr	C	169	c. Expertise	b. Transformati
20	3/27/2017 14:53:13	omkarsutar@sbpatilmba.c	21 / 65	sutar omkar	omkarsutar@sbpatilmba.c	B	112	b. Recognition	c. Collective app

+ Form Responses 1 Explore

ICT-Dr.Anuradha P...ppt Study of supply ch...doc Show all X

3:52 PM