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Introducing Marketing Communications

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One of the key features to managing marketing operations and marketing communications in particular is how best to select optimum promotions mix to achieve your objectives. This implies that you know what your objectives are, (which you may not know at this stage) and how the elements of the marketing communication and promotion mix works best to deliver on your objectives (which you may have some knowledge of already from previous feedback or again, you may not know). Within the practice of promotion, a good starting point is to review the nature of the communications process so that you have an understanding of the role it plays in shaping the thinking behind the choices you make (for example media, appeals and timing). Therefore, it is useful to examine the theory of communication as it relates to both how it is reviewed, and how it influences decision making. This introductory chapter attempts to do this.

Our journey begins with an overview of marketing communications, leading us to explore the nature of the communication process. We emphasize the insights that marketers must leverage to design and develop effective marketing communications. In the subsequent step, we delve into Word of Mouth Marketing (WOMM) and also examine the role of Artificial Intelligence (AI) in shaping communication strategies. Recognizing that marketing communications cannot exist in isolation from consumption patterns, we highlight likely consumer responses. Finally, we delve into how practitioners and academics apply marketing communications theory through research. But first, let's establish a baseline: What exactly is marketing communications?