

## Module 8 Summary

### Marketing

#### Summary

##### Chapter 1: Promotional techniques used in tourism marketing

Above-the-line promotional techniques refer to marketing and promotional activity in media space that is paid for, and may attract a commission (a fee) for the advertising agency. Rented or paid media space includes advertising on television, at the cinema, in newspapers and magazines, or on commercial radio. Above-the-line promotion also includes advertising space on websites and cellphones, and any other promotional activity where space has been bought according to time, frequency or size.

Conventional (or traditional) media incorporates broadcast media and printed material:

- Conventional broadcast media refers to television and radio.
- Print media contains all advertisements that appear in print: newspapers (local and national), magazines (consumer and specialist trade journals), guidebooks, outdoor or out-of-home advertising, circulars, and inserts in free press and magazines.

Electronic media are advertisements displayed by means of electronics. Some relatively recent electronic broadcast media that are growing vehicles of above-the-line promotions are video walls, audio-visual presentations, digital displays, cellphone advertising and web-based advertising.

Below-the-line promotion refers to a marketing activity for which a commission is not normally paid to an advertising agency. The work is carried out on a fee basis instead. Promotional techniques include personal selling, sales promotions, in-store discounts, sponsorship, exhibitions, trade shows, and public relations.

##### Chapter 2: The marketing budget

A marketing budget is the amount of money that a tourism organisation has at its disposal to spend on marketing over a given period of time. There are four costs related to marketing that need to be

considered: market research, communication, travel and personnel costs.

#### Revision

- 1.1 All of the following are below-the-line promotional techniques EXCEPT?  
A Personal selling  
B Advertising  
C Sponsorship  
D Sales promotions (1)
- 1.2 Indicate if the following statement is TRUE or FALSE.  
Television advertising is the most expensive form of promotion. (1)
- 1.3 Choose the word or term from the list below that CORRECTLY matches the descriptions that follow. Write down only the word or term next to the question number in the ANSWER BOOK.

Digital displays	Cellphone advertising
Banner advertisement	Audio-visual presentations
Video walls	

- 1.3.1 Mobile telephone messages and ads
- 1.3.2 Multiple monitors or TVs to form one large screen
- 1.3.3 Materials using sound and pictures such as videos
- 1.3.4 An ad placed as a block across the top or side of a web page
- 1.3.5 A display that provides information in the form of numbers or letters electronically (1 × 5)
- 1.4 Name the two broad types of promotional techniques. Give an example of each. (4) [11]
- 2 What are the advantages of the following?
  - 2.1 Radio advertising (3)
  - 2.2 Posters (3)
  - 2.3 Cellphone (3) [9]

Total marks = 20