THE ELABORATION OF THE PROGRAMS OF DIRECT PUBLICITY OF PROMOTE THE SALES AND OF PUBLIC RELATIONS

ELABORAREA PROGRAMELOR DE PUBLICITATE DIRECTĂ, DE PROMOVARE A VÎNZĂRILOR ŞI DE RELAŢII PUBLICE

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Abstract:
The direct publicity, the promotion sales and the public relations are three instruments whose importance for the planning of marketing is in unbrokenly breed. The direct publicity is a system of interactive which marketing uses one or else many middles of advertising: direct mail, the catalogues, the purchase through electronic middles obtained a measurable his answers an in a certain transaction place. The promotion salescontains a big variety of stimulative short-term instruments meant to incite consumers, merchants and own force of the organization achieves the promotional activity. Public relations reflect in all the aspects of marketing, and the involvement right from the start assures maximum benefits from the investment.

Key words: advertising, promotion, communication, sales, public relations