

# 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 ȘI DE RELAȚII 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*