

BUSINESS DEVELOPMENT OR MARKETING COMMUNICATIONS

K. Mordukhai,
K. Sudas
Scientific tutor L.I. Vasilevskya
BSEU (Minsk)

Nowadays our world is developing precipitously: every day many business companies increase and a lot of companies die. How to survive in this constantly changing world and what should we do to become the best of the best? Is it possible for a little unknown business company to become the world's leader and how can it do it? The answer is – marketing communications!

Marketing communications are messages and related media used to communicate with a market. Marketing communications is the promotion part of the “marketing mix” or the “four Ps”: price, place, promotion, and product. It can also refer to the strategy used by a company or individual to reach their target market through various types of communication. Marketing communications include: advertising, branding, brand language, direct marketing, graphic design, marketing, packaging, promotion, publicity, sponsorship, public relations, sales, sales promotion and online marketing and those who practice these kinds of activities are termed marketing communicators, marketing communication managers, or more briefly, marcom managers. Good businessmen can combine them all in a good way, but there are some of directions they pay attention first of all. What are they and how to choose the right direction?

Firstly it's important to consider all the directions and find its advantages and disadvantages. For example, by using advertising we can promote or sell something, usually a business's product or service, but a good advertising needs much time to learn its elements or a participation of well-qualified specialist and money to promote it. Supposing we don't have enough money to ask a specialist for help and we have to cope on our own. How to choose the most effective and the cheapest way to advertise our products? To answer this question we should know how most people become aware of such a product. In order to learn this information we have interviewed average Internet users and the students of our university.

Secondly it's important to choose the most effective directions of marketing communications, justify the choice of them and how this choice can help to develop your business. And thirdly we should prove in practice or by using any examples from real life the importance of selected directions.