

MANAGERIAL MEASURES TO INCREASE THE SALES QUOTA USING THE PROMOTIONAL MIX - CASE STUDY

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Abstract

The most important activity of communication of any company, is the promotional mix, that is the marketing communications program - consisting of the combined, mixed, specific use of advertising tools, - personal sale, sales promotion and public relations, used by it for to meet its marketing and advertising goals. However, in order for the positive, economic-financial and communication effect to be maximum, the entire marketing mix of the company, not only the promotion, but also the product must be coordinated in such a way as to ensure - the complete dissemination of the information and reception of how they are appreciated. In such a situation, the marketing communications system will be the general framework in which the promotion will be carried out (in the form of the promotional mix), with the four promotional tools: advertising, personal sales, sales promotion and public relations, which follow the presentation of the organization, the products and its services, raising awareness of potential customers and of course increasing sales in order to make a bigger profit. For these reasons, our purpose appeared, to debate such a topic, because, in the last instance, without communication, if you do not know the world, you do not exist as an economic entity and on the market you are insignificant.

Keywords: Managerial measures, Sales, Promotional mix, Business

JEJ Codes – M31

1. Introduction

At present, the content and role of the promotional activity is constantly increasing. The promotional activity of any company can be presented, in many forms, depending on the content, role and manner of carrying out the activity. The marketing communications program at SC INTER DECOR SA is practically a promotional mix and consists of a specific combination of advertising tools (personal sales, sales promotion and public relations), used by it to meet its objectives. marketing and advertising. To these are added the use of brands, promotional events and sponsorship and patronage.

In SC INTER DECOR SA the most used promotional form is the sales promotion, which has as its first ascending stage, the personal sale, because it essentially influences the activity of the company and represents the dynamic lever towards maximizing the profit of the customers' satisfaction.

And in the case of the domestic users, but especially in the case of the industrial users, to whom the SC INTER DECOR products are addressed, personal selling through agents is the most efficient, being considerably supported by advertising, through the media and through print, extremely numerous. Any company should not limit itself to providing quality goods or services.

It must inform consumers about the benefits of the product or service offered and position these benefits in the consciousness of each one, in order to meet their needs.

2. Promotion of sales

Sales promotion benefits in the marketing literature, from several definitions, without substantial differences between them.

The elements that are recommended to repeat, in the comments related to this theme, are:

- the complementary nature of the sales promotion activities;
- short duration of their positive effects;

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- very wide variety of instruments used;
- the existence of several fundamental target groups.

In its activity, SC INTER DECOR SA has very clear objectives, by categories of interlocutors, with which it enters into relations, for the running of the businesses, as shown below:

Tabel nr 3.1. Objectives by priority categories, in running the business

objectives targeting consumers	<ol style="list-style-type: none"> 1. Encourage customers to purchase larger quantities of products 2. the attempt to attract users who do not use INTER DECOR products, causing them to abandon competing brands
objectives what it is about detaliștii	<ol style="list-style-type: none"> 1. their determination to market new products and to increase the level of stocks 2. counterbalancing the effects of competition 3. creating, at retailers, fidelity to INTER DECOR 4. gaining access to new retail units 5. increasing the efficiency of sales
objectives what it is about sales force	<ol style="list-style-type: none"> 1. Encourage the support given by the sales force of a new product or model 2. Encouraging prospecting for new clients 3. Obtaining important orders

Source – Adăcăliței, 1994

SC INTER DECOR SA admits in its practice that advertising offers a reason to know, to know, and sales promotion offers an incentive to buy. This technique has a number of distinct features and must be marked, at any price, above it, so that: (Pekar, Smedici, 2005)

- a) its main objective is to stimulate sales;
- b) sales promotion techniques are more efficient when used irregularly and intermittently, than when used continuously;
- c) it cannot be confused with the actions included in the price or product policy or with the advertising;

The objectives of sales promotion, at INTER DECOR derive from the general objectives of the promotions, which, in turn, derive from the marketing objectives related to the product.

In order to achieve these objectives, INTER DECOR company uses a series of tools that can be grouped into two broad categories: (Balaure and al, 2000)

- techniques supported by the product: price reductions, reimbursement offers
- techniques that aim at attracting the target to the product: highlighting the products at the place of sale, advertising at the place of sale, direct advertising SC INTER DECOR SA benefits from the service of large wholesale distributors: METRO, CARRFOUR, SELGROSS etc.

However, most of the employees are local firms - local retailers. Based on collaboration agreements, these distributors undertake to market and promote the products of INTER DECOR placed on professional stands easy to spot by potential customers.

At the same time, the collaborators undertake to respect a certain commitment of confidentiality, to highlight and promote the products, presenting in a visible place posters related to it - the company INTER DECOR is obliged to make available the material collaborators for the advertisement, to provide commercial technical advice whenever possible. or it requests, in order to activate and propel the distribution of the contracted products.

For the employees' efforts, the company grants discounts in the form of discounts on the value of the products sold.

Based on the good relations maintained with these collaborators, the operational satisfaction and low cost of the demand for goods is ensured. from the area in which each one acts. At the same time, the company also has its own shops for selling products, in most large cities, in Romania, where the products are displayed in windows, on roller stands, on collections, colors and areas of use (domestic or professional).

Certain discounts are granted for customers who purchase goods worth at least EUR 1000.

The price reductions also materialize in: **special offers:**

- Holidays - Christmas and Easter - about a month before
- on the occasion of stock liquidations

Gifts - exceptional sales at a discounted price. E.g:

- for 17.5 sq m of roofers purchased at list price, was offered a box of washable paint FAUST, 17.5 kg.

- for any quantity of laminate flooring purchased, carpets were offered with a 50% reduction compared to the list price.

To support sales, the company also uses special advertising consisting of cheap and useful objects (pens, calendars, lighters, roulettes, small calendars) that sales agents offer potential and current customers, objects that they have written on them. the name and address of the company and which contain the advertising message: "*INTER DECOR - a world at your feet*". These objects keep the name in the attention of the customers and because of their usefulness, they attract their preferences.

Another tool to promote sales and business is represented by attending fairs and promotional events.

These, according to the definition of the International Chamber of Commerce, represent "large markets with regular regularity, which are held in the same place, for fixed periods and for a fixed duration, with the purpose of allowing participants from all countries to present samples of their own production, achievements new and technical upgrades, in order to carry out international commercial transactions "

Participation in these events is achieved by organizing pavilions and stands at fairs, exhibitions and salons, organizing traveling exhibitions. These events have, besides the commercial function, a strong promotional function being an excellent framework of application of all communication techniques.

INTER DECOR has participated in the national fairs organized by the Chamber of Commerce, Industry and Agriculture of Romania in Bucharest, Cluj, Timisoara, Constanta, Ploiesti as well as at the EXPOCONSTRUCT Fair in Bucharest. By buying an exhibition space in these fairs and by installing stands and posters here to present the products, INTER DECOR succeeds in achieving many objectives, including: expanding the market share and penetrating new geographical areas, establishing a large number of contacts in a short period of time, presentation and testing of the acceptability of new products, better knowledge of competition, extension of the possibilities of dialogue with market agents, cultivation of company image.

3. Personal sale

“The sales forces are made up of a group of company representatives - employees or delegates - invested with multiple competences” (Ionescu, 2010 b)

Sales forces belong to the Sales department of the Commercial department.

Sales networks and fall into two categories. (Ionescu, 2010 b):

1. on indirect sales - when the products reach the customer through an intermediary (own shops INTER DECOR, collaborators, warehouses of construction materials)

2 on direct sales - through their own sales agents, the products reaching customers directly (hotels, construction and interior design companies, state and private institutions, design and architecture companies, etc.)

Sales force objectives

Their establishment must be made starting from the target markets of the company (the market of individual consumers and the market of industrial consumers) and from the desired position of the firm on these markets.

At INTER DECOR, sales agents perform the following tasks: (Adăscăliței,1994)

- Prospecting: identifies new clients, establishes permanent contacts with them and cultivates relationships in order to know their real needs.

- targeting: sales agents decide how to divide their limited time resources between actual and potential customers, depending on the importance of each one, the size of the orders and the payment method (the ones paying with cash, CEC or OP);

- professionally communicating information about the products offered by the company;

- sale if the request of a client's offer is materialized in a contract, the sales agent draws up a draft contract and sends it to the client. In the event of objections (regarding the conditions of delivery, prices or legal nature) they are negotiated following the final agreement to be reached at the end of the final version of the contract. Based on this, the sales agent sends to the central warehouse a delivery order, monitors and records each delivery and solves each complaint that appears during the performance of the contract, regardless of its nature, as follows: (Nenciu, 2010)

- gathering information: sales agents carry out, both market research and information collection related to it: its structure, evolution of competition, analysis of the influence of the economic-social environment;

- allocation: the sales agents decide which customers to be assigned, with priority, certain products, in situations where the company has insufficient quantities of the contracted products.

Based on sales and market data, sales agents develop marketing strategies and plans, making selling really an art and not just a practice.

Sales force strategy

By competing with other importers of similar products, the INTER DECOR company strategically "deploys" its sales forces so as to target the right customers, at the right time and in the right way.

Thus, the art of selling, requires teamwork, appealing to the support of all the employees of the company, starting from the top management, the specialists in technical problems, the agents who provide services to the clients, as well as all the staff of the other offices, all involved in functional activities.

The sales agents of INTER DECOR are full-time employees, by the company, they have mobile phones and cars available to cover a large geographical area through visits to potential customers and to maintain and cultivate relationships with current customers.

Every three months, the company organizes training courses for agents. The course duration is 3-4 days and takes place in Sinaia. Within these courses the aim is to improve

sales techniques, improve the professionalism of the agents, analyze the activity of each agent and simulate concrete situations on the market to find the best solutions.

Structure of the sales force

By selling several product categories, to many types of customers, the company structures its sales force according to territorial criteria with the following structure:

1. Bucharest area: 6 sectors + Ilfov area (7 direct sales agents and 7 indirect sales agents);

2. EST area (10 counties): two agents for two counties: one for direct sales and one for indirect sales:

3. VEST area (16 counties): two agents for two counties: one for direct sales and one for indirect sales:

4. SUD area (14 counties): two agents for two counties: one for direct sales and one for indirect sales:

This delimitation of the territories has been done both to ensure a potential and an equal work volume and for the advantages it presents:

- leads to a clear definition of the responsibilities of each team;
- each team is entitled to receive both praise and criticism for the evolution of sales in the area they control, to the extent that their efforts to sell can influence the situation;
- territorial responsibility stimulates the team to support the local business environment and to create personal connections in the area;
- travel expenses are relatively small, as both the direct sales agent and the indirect sales agent travel in a small area.

As we have mentioned, in each area a zone coordinator and a sales agent act. The area coordinator deals with the key or major beneficiaries, who are the clients who have important contracts in large quantities to be delivered. They follow the way of the contracts, the degree of their realization, the quantitative and timely delivery of the contracted orders, the resolution of the possible technical and commercial complaints that appear during the contracts.

At the same time, they produce sales reports in the area they are responsible for, evaluate the sales agent's performance and monitor the satisfaction of the customers.

"On the other hand, sales agents deal with occasional customers who, due to their small and diversified orders, spend a lot of time and although they are numerous, they represent 20% of the volume of sales of stamping bodies". (Stefanescu, 1995) They are responsible for attracting new customers and maintaining links with them, stimulating them to buy large quantities of products by granting discounts for a sales volume of 90 million lei, during a month.

Sales force remuneration

This aspect balances two points of view that do not always find a point of intersection, namely: (Epuran, 2002)

- sales agents want regularity of income, additional rewards for outstanding performance and an honest payment for experience and uninterrupted seniority within the company;
- the management of the company pursues control over the activity, the economic efficiency (which conflicts with the agents' objectives, as well as financial security) and the simplicity.

In practice, the employees of the two sales departments have a remuneration that includes:

- fixed amount represented by the salary (through the current account card opened at BRD) which ensures the sales agent a stable income;
- a variable amount that could consist of commissions (bonuses) offered with the intention of stimulating large efforts;
- a spending ceiling that allows sales agents to cover a series of expenses related to travel, accommodation, meal and protocol with customers.

- additional benefits such as discounts for rest and treatment tickets, the amounts paid in case of illness or accident, pensions and life insurance, reductions for the payment of the meal at the company canteen, meant to provide security and satisfaction related to the job.

All these stimulating components are based on the schematic (Scheme no. 1) of the motivational model in the representation below:

Scheme no. 1 Componentele stimulante ale modelului motivațional

MOTIVATION EFFORT PERFORMANCE REWARD SATISFACTIONS

↑

Source - Author

This scheme shows that the higher the motivation of the agent, the greater his effort, the greater effort will lead to higher performances; higher performances will lead to higher rewards, higher rewards will lead to greater satisfaction, and increased satisfaction will lead to stronger motivation.

A motivating factor is the sales analysis sessions, a very disconnecting element at the end of the day as it offers agents an escape from the daily routine, an opportunity to meet with the entire management of the company and at the same time a chance to discuss freely and communicate for to motivate.

In the outlook, sales contests are estimated to stimulate the sales force to make special efforts, efforts greater than what would normally be expected. This element is part of the strategic line of stimulating the staff adopted by the new management, a factor that can bring significant benefits to both the company and its customers.

Another problem that is related to the sales force is the continuous training of sales agents. Through training programs (lasting from 20 to 28 weeks) the sales force benefits from participating in a series of courses outside the company, as well as with the specialized personnel of the company, programs that aim at the following goals: (Florescu, 1994)

- the knowledge of the company in all aspects - the history and objectives of the company, the organizational and hierarchical structure, the financial structure and the facilities that it offers, the main products and the size of the sales volume and the identification with it;
- the knowledge of the products and the different uses that are given to them;
- the characteristics of the customers (with the needs, motives and habits related to the purchase) and of the competitors;
- these elements make the entire activity of the sales staff become more efficient and permanently give satisfaction to both agents and customers.

4. Advertising

SC INTER DECOR SA practices the form of product advertising, aiming to stimulate consumer demand for the products it offers. As particular forms of product advertising, INTER DECOR practices both information advertising and conditioning advertising.

Depending on the geographical area, INTER DECOR promotes all three types of advertising:

- local;
- regional
- national.

Through all forms of advertising used by INTER DECOR, the company addresses:

- individual consumers through own intermediaries and stores;
- industrial consumers (construction companies, interior design) through sales agents.

In the promotion policy INTER DECOR practices a factual advertising, based on the highlighting of the product characteristics. (For example: for "parquet" - colors, thickness, way of joining, durability)

Although a distributor, INTER DECOR is the one who financially supports all the promotional campaigns of the offered products.

Media advertising includes the press, radio, television, cinema and internet networks (web pages or ads on such pages).

PRESA is a means of transmitting the company with a very good efficiency, successfully used, by the firm.

The use of the press for police purposes has several advantages such as: (Kotler and al, 1997)

- It presents flexibility regarding the territorial diffusion and the moment of appearance;
- It addresses differentially to the user segments;
- It does not require exaggerated investments;
- present the message with sufficient accuracy.

Depending on the time of publication, the press is divided into two categories: daily and periodical.

Daily press INTER DECOR company messages can easily be highlighted in daily as well as in regional ones; ads that inform and attract the attention by originality and the framing on the page (generally the top of the page) on the products distributed by INTER DECOR and on its own stores in the territory.

Periodic press It has been shown that this ensures a longer message life, because it is highly specialized, targeting well-individualized consumer segments. At the same time, the reproductions used are of good quality, and the advertising space is larger in comparison with the daily press.

The apparent disadvantages of the periodic press are: (Popescu and al, 1994)

- The fact that it is printed on fixed dates leads to a gap between the time of the order and the time of the announcement;
- Being read for a longer period of time and by more people, it does not offer the possibility of controlling when the message will be observed or read by the public.

The main periodicals to which the company relies are the specialized magazines DOMUS, CASA NOUA, PRACTIC. At the same time, the advertising announcements of INTER DECOR can also be found in the big national or European directors: NATIONAL PAGES, GOLD PAGES, YELLOW PAGES, the French version EURO PAGES and the English version KOMPASS.

In these last two periodic sources published annually, the advertisement takes the form of a brief presentation of the company, starting with the legal form, share capital, the description of the management of the company and the object of activity and the scoring of the main economic-financial indicators. There is no missing company logo "A world at your feet" and references to its own stores.

Advertising in the press is presented in two forms: (Adăscăliței,1994)

- the advertisements themselves;
- interviews, articles, reports.

Interviews, articles and reports are of two types:

- made on the initiative of the publication - these target special events of the company and which, from the point of view of the publication, are of interest to the readers. In this category can be mentioned the reports made on the occasion of participating in the

EXPOCONSTRUCT Fair - articles published in the fair magazine, in which were highlighted the new models marketed by INTER DECOR such as PVC roofing and laminate flooring.

- made at the request of the company - case in which the company requests an interview by the reporters of a publication or the presentation in publicity of articles on topics of interest to the company. In this sense, the reports made by the DOMUS interior design magazine can be mentioned when launching the well-known international brand KRONOSPAN - the name of INTER DECOR was associated with this brand, INTER DECOR being the exclusive distributor for Romania of KRONOSPAN brand products.

The actual advertisement presented in the press has the following components: illustration, informative text, slogan and title.

The title formed by the logo of the company "INTER DECOR - A world at your feet" in an original presentation ensures the attention and informs the clientele about the existence of the company.

The illustration attracts attention by presenting on a gray - open background a diverse range of products (carpets, linoleum, carpet, parquet) communicating the idea of familiarity and ease of purchase. The presence of a character in a jumpsuit suggests the idea of professionalism.

The text at the present time and the second person, supports the idea of quality and promptness in delivery, while emphasizing the issues regarding the low prices and the diversified offer of INTER DECOR.

RADIO as an advertising medium has a number of advantages: (Ionescu, 2010 a)

- ensures a good selection of the listening audience (on shows, broadcast hours);
- is flexible regarding the choice of transmission moments;
- has high mobility;
- allows to receive the message without effort, being "a background friend";
- makes it possible to send urgent messages, in well-defined geographical regions, depending on the company's objectives.

INTER DECOR has an antenna space at the national station - EUROPA FM and local stations - Radio ALFA and Radio DEEA where advertising announcements are broadcast.

"Radio advertising is achieved by pre-recording the ad, music, sound and sound effects contributing to a good memorization of the message" (Patriche, 1994) INTER DECOR - a world at your feet , while creating an atmosphere of relaxation.

At the same time, the announcement is required by the simplicity of the transmission realized by the spontaneity of the presenter, who by the charm and the image enjoyed in the area, manages to give an extra image to INTER DECOR.

TELEVISION INTER DECOR has opted for the appearance with commercials on the local television ALFA TV, but also on the national station B1 TV for special events.

INTERNET NETWORK is the newest media support, constituting a true electronic press. This advertising medium has a great success due to the advantages it offers:

- a) is a means of transmitting information extremely fast anywhere in the world;
- b) is a new media that allows the rapid and efficient opening of new markets;
- c) is a giant databank that allows access to any information at any time, from anywhere in the world and from any domain.

Precisely for these reasons the company has opened a website on the Internet at INTER DECOR@excelnet.ro where they can be viewed in an original way, information related to the activity of the company, the main clients and the addresses of the main collaborators. At the same time, the development of the Internet facilitates the INTER DECOR company timely transmission of information, presentation in different national and international catalogs and publications (Statistical Yearbook, Kompas) and obtaining data about potential customers and areas of use of its products.

INTER DECOR also appears on the pages of wholesale and retail companies specialized in the sale of goods for interior design: UNIREA SHOPPING CENTER, CARREFOUR, METRO, SELGROSS etc.

Print advertising

The most important advertising prints are: the poster, the catalog, the leaflet, the agendas and calendars, the direct advertising letters.

"**The poster** as an advertising medium is aimed at the general public given the content or especially the locations." (Popescu, 1998)

From the point of view of the presentation mode, the exposure mode and the duration of view the INTER DECOR posters are normal or double (printed identically on both sides), they are located externally and lasting.

The text is characterized by simplicity and clarity, transmitting information related to the object of activity of the company, suggesting an exhortation, an invitation to buy and save time and money by buying INTER DECOR products.

The illustration is clear, being on a light-blue background positioned a few products that they market.

These posters are located on the European road E85 Bacău-Bucharest, at a height and position corresponding to the main direction of travel, ensuring them visibility and adequate lighting.

They propagate in an attractive way the image of the company - as proof is the continuous effort and attention that is given by the specialists of the marketing department for their artistic and typographic value.

The catalog used to present the company's offer is the result of the collaboration of the members of the marketing department with the advertising agency INFOPREST - Bucharest. It can be found in two forms:

- The prospecting catalog fulfills a role of presentation stand of INTER DECOR products, with technical elements and illustrations representing product drawings, the map has an average quality, being sent also as a commercial offer. One of the peculiarities of the prospecting catalog is the introduction of samples of the main products.

- The prestigious catalog contains extremely suggestive images and photos, excellent quality products are presented and the printing paper used is of very good quality - it was published with the 5 years of existence of the company, also serving at the presentation of the recent EXPOCONSTRUCT fair - Bucharest.

The INTER DECOR booklet is a two-folded A3 and A4 typographic support. It contains 30% / 70% different images and texts related to the company's offer.

The leaflets are made by product groups, the predominant colors being blue, green and yellow. The leaflets are distributed in the own shops and of the collaborators, in post boxes and on the street - during the periodic advertising campaigns.

Agendas and calendars fulfill the first, both an advertising role and a practical utility, people often resort to them for scheduling time or to record some dates and events.

The agendas for the INTER DECOR company are made both in A4 format and in smaller size format with gilded or sewn edges and of course the first pages containing information about the company: activity profile, ownership form, geographical location, product range, quality systems used.

Calendars are triptych advertising media (with only the dates of the months) and with images, the reproductions are extremely faithful and have a high artistic value, which contributes to the increase of the chances of success.

Direct advertising letters also called "direct mail" or "secret media" are aimed at informing and attracting customers to products. These letters have a personal character and

are different from routine business letters because of the addressing person (the second person is used) comprising a short introductory part, a set of sentences grouped into distinct paragraphs and a simple persuasive conclusion. They are addressed to both the current clients of the company, the former clients and the potential clients who inform them about the existence and products offered by INTER DECOR

5. Public Relations

Public relations (PR) implies from the company the cultivation of direct contacts, made consistently and systematically, with different categories of public, with influential people from the management of other companies in the country or abroad, with the media, with representatives of public power, in the purpose of obtaining their support in the effort of preserving and developing its interests.

Public relations is a technique capable of mitigating the negative effects that the pace of the current changes could have on the activity of the company, playing in this context an important role in determining how the activities within the company could best adapt. good to the public or to different markets.

The main objectives of INTER DECOR company pursued in the activity of public relations are: (Ionescu, 2010 a)

- informing and gaining public confidence in the company and its products;
- knowing and anticipating the expectations of current and potential customers;
- maintaining and strengthening the market position;
- defending the products from any commercial risks;
- strengthening the relations with the mass media, with the financial-banking institutions;
- ensuring the transparency of the company's actions in relation to the interested public.

These objectives are achieved by using a variety of marketing tools, of which we list:

a) publications that allow the company to establish important contacts with customers.

Thus the annual reports play the role of a real promotional material comprising the message of the president, INTER DECOR landmarks (company identification data), financial benchmarks, organizational structure, company products, INTER DECOR distribution points in Romania, dynamics of assimilation of new products, investments. an important role in informing targeted users about what is a product, its properties and areas of use. At the same time, the articles written by the directors as well as the newsletters help strengthen the company's image and transmit important information to the target market.

b) the activities for public use consist of donations or support provided by the company for a well-specified cause and which is not related to the commercial activity of the company.

Here we can remember:

- donations for the Foundation "MUST" - in support of children with disabilities, for the Emergency Clinical Hospital "Sf. IOAN "from Bucharest.
- sponsorship of activities in sports life: the football team "Petrolul Ploiești"; the cruise organized on June 1, in the municipality of Ploiești.

6 Conclusions

Communication is the fundamental element that underlies human relations Marketing communication is the collective term that designates all the functions of communication used in the marketing of a product. The purpose of marketing communication is to add persuasive value to a product to its consumers. Duncan (2002) defined marketing communications as "the process by which the marketer develops and presents an appropriate set of communication stimuli to a target audience with the intention of provoking the desired set of responses." Integrating these components

is what has transformed the concept of integrated marketing communication (CIM) into an effective approach of the consumer or other stakeholders.

Accepted by the American Association of Advertising Agencies, integrated marketing communications is a marketing communications planning concept that recognizes the added value of a comprehensive and coordinated plan, which has the role of evaluating the strategic roles of communication tools, which they it combines in a clear, coherent framework, with a unitary structure.

As noted, marketing has a number of communication methods and techniques designed to facilitate the connection between the organization and the target audience of its communication efforts, and which at the same time delimits promotional communication (advertising, sales promotion, public relations, sales force, direct marketing) of continuous communication (brand, design, architectural etc.).

Thus, the marketing mix is a conceptual framework that aims to help to better structure the marketing approaches. Canadian author Jerome McCarthy was the first defined the marketing mix as being represented by the 4P.

The concept was first used on the FMCG market, from where it was borrowed, then, by the industrial market and transformed into 7P, a combination that also highlights the employees, the processes (production methods, supply and consumption) and the physical evidence (buildings, uniforms). etc.)

From our study, it turns out that integrated marketing, however, is not just promotion or communication, but addresses a much wider sphere of problems, at the firm level. Basically, integrated marketing communication is an element of integrated marketing, just as promotion is an element of the marketing mix. Traditionally, the tools of the communication marketing mix are: advertising - advertising, public relations, sales promotion, direct marketing, personal selling,

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