

THIRD TERM SS1 MARKETING LESSON NOTE

SCHEME OF WORK

1. ADVERTISING ADVERTISING CONT.
2. ADVERTISING CONT.
3. PROMOTION PROMOTION CONT.
4. MARKETING SSS1 THIRD TERM MID-TERM ASSESSMENT
 - TEST
5. PROMOTION (CONTD)
6. MERCHANDIZING
7. MERCHANDIZING CONT.
8. MERCHANDIZING CONT.
9. TYPES AND FUNCTIONS OF DISTRIBUTION
10. CONSUMER BEHAVIOUR AND ORGANISATIONAL
11. BEHAVIOUR MARKETING SSS1 THIRD TERM FINAL ASSESSMENT
 - TEST

WEEK 1 TOPIC: Introduction to Advertising

Note Objectives

Students should be able to know:

1. Advertising media
 - i. Print
 - ii. Electronics

Advertising Media

Advertising media refer to vehicles or channels through which the message of advertisement reaches the target audience.

The media can be grouped into:

- (a) Print media

(b) Electronic media

Print Media

Print media are publication materials, e.g. Newspapers, magazines, periodicals and journals.

In 1854, Rev. Henry Townsend, a Presbyterian Church missionary, established the first printing press in Nigeria. Five years later, it would publish the country's first newspaper known as "Iwe Irohin Fun Awon Ara Egba Ati Yoruba."

"His objective is to get the people to read and to beget the habit of seeking information by reading." -- Rev. Henry Townsend.

Although, it is the opinion of many that, in contrast to his purported objective, the purpose of Rev. Henry Townsend newspaper was to foster the outreach of Christian religion at the time; it cannot be denied, however, that the "Iwe Irohin" played a very significant role in the history of Nigerian newspaper.

History has it that the first edition of Nigeria's first newspaper, "Iwe Irohin," came out on November 23, 1859. The newspaper was published every fifteen days and sold for 120 cowries, which is equivalent to a penny.

It would be highly patronized by the few literates in Yoruba land. And the circulation of the paper was around 3,000 as at that time.

The content of the newspaper was news of church activities, arrival and departure of religious dignitaries, ordinations etc.

It would be broadened by introducing stories that revolve around Abeokuta, as well as cotton and cocoa statistics.

The newspaper would also include advertisements from local firms and government agencies from 1860.

Eight years later, "Iwe Irohin" was printed in two versions, one in English and the other in Yoruba.

However, due to cultural and political clashes that occurred between the Egbas and the British which resulted in the expulsion of all Europeans in Egbaland, the printing press was razed in 1867.

And as a result, Nigeria's first-ever newspaper met with its end.

Be that as it may, the purpose for which the newspaper was formed has been fulfilled: The reading habit of the people has developed to a point whereby they now yearn for news after the demise of the "Iwe Irohin."

The second Nigerian newspaper was Anglo-African.

It was established in 1863 by Robert Campbell and was the first paper published in Lagos. In those days, the newspaper can be said to be the paper of its times.

And just as the title indicated, it was purposed for African self-improvement through the utilization of Western and African systems of knowledge.

It would take another seventeen years before the establishment of the third Nigerian newspaper, known as The Lagos Times and Gold Coast Colony Advertiser.

Established on 10th November 1880 by Mr Richard Olamilege Beale Blaize and was edited by Mr Andrew M. Thomas and Mojola Agbebi, The Lagos Times and Gold Coast Advertiser was sold for sixpence newspaper was printed every fifteen days.

Unlike Rev. Henry Townsend "Iwe Irohin," it is said that the newspaper was mainly concerned with the critical issues and matters of the period.

Records even have it that The Lagos Times and Gold Coast Colony Advertiser was actually the first to publicly denounce the extravagance of the colonial government in one of its editions published in 1881.

However, the newspaper would go out of circulation on October 24, 1883; only to reappear seven years later with little or no success.

Another newspaper that played a very important role in the history of Nigerian newspaper is the West African Pilot.

With a motto that reads: "Show the light and the people will find the way," the West African Pilot was launched in Nigeria by Nnamdi Azikiwe ("Zik") in 1937. And it was dedicated to the fighting for independence from British colonial rule.

It is said that from 1937-1947, Nnamdi Azikiwe edited the West African Pilot, personally.

Importance of Print Media

It can be targeted

Printed media can be tailored to your target market, both in terms of the style of design as well as in how you distribute the material. This means you can focus your marketing budget on reaching the audience you want and make the material relevant and appealing to them.

It can create credibility

Another reason why print media is important is that it creates credibility. Investing in printed material signals to customers that you are serious about your business and that you offer a worthwhile product or service.

It can create engagement

Printed materials can also create engagement between the customer and the brand. By providing interesting articles to read, special offers or amusing copy there is the opportunity to provide a connection between the reader and the product that can lead to brand awareness and sales.

It can be kept

Unlike webpages, print media has a longer lifespan. Rather than spending a few seconds on a site and then moving on, brochures and leaflets can be picked up and put down and referred back to. They can also be passed onto friends or colleagues, maximising the reach of your campaign.

It can link to digital campaigns

Finally, print media offers the chance to link a paper with online content. Examples here include the use of a QR code or referral to a website for more information or to make an online order.

The positive impact of Print Media

1. Advertisement: The ancient Babylonians got it right where the print media was concerned; it is indeed an effective tool for mass communication. That's why companies often spend in millions each year to advertise their products and services across various forms of print media. To put it in perspective, Vogue magazine, which is often touted as one of the most fashionable magazines of the world, had clocked impressive ad revenue of \$500 million in 2013 alone. The fact remains that showcasing ads on these magazines and other forms of print media ensures that your targeted demographic sees the ad and gets the message. And the best part is that as an advertiser, you would have to pay only once and the recipients can view the ad again and again, at no extra cost.

2. Mass communication: One of the effective ways to communicate with the masses was through the print media. That's why the US government ran several ads on various print media to entice young men and women to enlist with the army during the Second World War. Print media remains to date one of the most effective ways to communicate with the general population.

3. Entertainment and news: While we do get both instant variations of both news and entertainment through the various television programs, the fact remains that the print media such as newspapers still holds out a special allure to many. This is why, despite being in the digital age, most newspapers reported in an incremental increase in the total number of subscribers

The negative impact of Print Media

1. Negative body image: One of the things that print media had been accused of in the recent past is of stereotyping of what it considers to be the perfect body image. As a result, most of the pictures posted in the print media reflect the same, thin unreasonable waistlines and this is having an impact on the younger generation. As a result, several have opted to starve themselves to achieve that body image, resulting in both severe health complications and fatalities.

2. Psychological effect and fake news: The print media needs to understand that it plays an influential role in today's society. But sadly, some of the companies often rile their audiences while paying little attention to fact and even go to the extent of distorting the truth so that they can make a quick sale. Many a riot had started with less and the costs of such manufactured news are just rising.

3. Hidden agenda: Many a news story planted in the print media has often led to governments being dismissed, presidents impeached and in one case, a king to abdicate. It is clear from the outset that the particular news firm had an agenda, but that should not have prevented the firm from exercising their journalistic ethics and objectivity when preparing the news. Sadly, few chose to exercise this at their discretion which is why the next time you read a loaded news item, you may want to keep the salt shaker close by.

Electronic Media

Electronic media are the broadcast media, e.g. Radio, television, cinema, billboards etc.

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end-user in the printed form. The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronics data or digital electronic data format.

Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking.

The positive impact of Electronic Media

1. Information: Electronic media is one of the effective methods by which you can disseminate information within seconds. So if you wanted certain information including information about an impending tsunami, then electronic media is your best bet to get that information out there, within a short space of time. That's why most politicians utilize all forms of electronic media to publicize themselves and to enable them to reach out to brand new voters.

2. Educational: Electronic media provides you with a host of information and certain agencies have started using the same to educate their young students. With the help of electronic media young students can learn more about the news, about the process and how reporters often have to report on it while facing a lot of stress and pressure. Some institutions also feature educational modules based on electronic media which can prove to be invaluable for those seeking to establish a career in the same.

3. Behavioral: various studies have already established that television and other forms of electronic media do continue to influence behavioural patterns in young children. And this can be a positive thing as it helps them to relate to the context and as a result, modify their behaviour, As a –parent, you would be required to monitor all their electronic media interaction to ensure that they are not led astray

The negative impact of Electronic Media

1. Psychological: Again various studies have established the fact that the more young children are exposed to scenes of gratuitous violence in television programs, the more likely they are, to act it out. And moreover, television, as well as social media, can have a psychological effect on young viewers and cause them to become more reclusive, and to become addicted to select programs. As a result, this can impact their health in the long run.

2. Behavioral: Young children often tend to imagine that television programs are for real and naturally when they see explicit scenes and even violent ones, this can have a direct impact on their behaviour. This is why it is important for parents to regulate all forms of electronic media; after all, it is for their own benefit. And remember, all it takes is for one show to alter your little one forever.

3. Health: Being exposed to electronic media 24/7 is not good, not in any sense of the word. For one, binge-watching television programs can impair your vision and even affect your hearing. If that wasn't enough, you would most likely put on more weight as a result of all that inactivity and this can even play a causative role in you developing diabetes.

4. Social interaction: As a result of being obsessed with electronic media and communication devices, you are more likely to lead a life of a recluse with little or no interaction with others. Soon, you would feel comfortable only when you are sitting in front of your laptop or television which is indicative that you have a major problem.