

PRINT: ISSN 0976-691X ONLINE: ISSN 2456-6586

JOURNAL OF COMMUNICATION

© Kamla-Raj 2014

PRINT: ISSN 0976-691X ONLINE: ISSN 2456-6586

J Communication, 5(1): 63-67 (2014)

DOI: 10.31901/24566586.2014/05.01.08

The Changing Concept of Advertising and Promotional Technology

Matthew Osimen Ighalo

*Department of Fine and Applied Arts, Ambrose Alli University, Edo State, Nigeria
Phone: 08056459982, E-mail: ighalomatthew@gmail.com*

KEYWORDS Advertising. Creative Works. Promotional Technologies

ABSTRACT The study focuses on the various dimensions of advertising and promotional technologies in marketing. The concept of integrated marketing communications that provides an overview for advertising and promotion and its role in modern marketing were discussed along with the concept of Integrated Marketing Communication (IMC) and the factors that have influenced the growth and the roles advertising play in the overall marketing programmes of the intellectual outcomes for creative minds. Each element in the promotional mix, was also examined. The paper attempt to provide a model framework for developing IMC programme in a developing economy for effective distribution of creative works.