

Concept and foundations of promotion, to promote methods and factors affecting it.

Mohammednour Eltahir Ahmed Abdelgadir

Department of Business Administration, Faculty of Sciences& Art in Taif University, Saudi Arabia& Department of Business Administration, Faculty of Administrative Sciences, Omdurman Islamic University, –Sudan
mohmourtahir@yahoo.com

Abstract: This Research handles promotions basics, procedures and the factors that affect it. It aims to illustrate the concept and identification of promotion. Also promotion and how to use it to get benefit from it in realizing marketing aims and determine its effect on the institutions different processes. The Research concluded that promotion composed of a mixture contains group of elements and that promotion communication processes consist of four important parts: the sender, the message, the mean and the receiver. Moreover it concluded that promotion campaigns have linked and serial steps. In addition to that the Research concluded that promotion is are of the important elements of marketing mixture representing 25% out of productivity process cost. And it has a big effect on agents in determining products and meet their needs.

[Mohamednour Eltahir Ahmed Abdelgadir. **Concept and foundations of promotion, to promote methods and factors affecting it** 17493. *Nat Sci* 2013;11(5):51-59]. (ISSN: 1545-0740). <http://www.sciencepub.net/nature>. 8

Keywords: promotion; Concept and foundations of promotion; factors affecting.

Introduction:

The promotion is one of the most important elements of the marketing mix and is the main supporter of the sales process and which is the planning and implementation of all forms of access to target markets and connect consumers to be reached to raise their motivation for the purchase and development of demand for products and achieving sales goals Target and closer ties with them.

So he does not stop his role on goods and services known but extends its role to promote the ideas and beliefs, plans, policies and programs in all areas of life.

Research problem: -

The organizations aim of the promotion process to achieve a set of objectives and the public. Therefore find itself facing a number of questions to be answered before you begin the exercise of its marketing activities in general and promotional particular and these questions illustrate the research problem that seeks to reach out to solve, namely: -
 - What is the role of promoting the achievement of marketing objectives?

- Who are the target customers?
- What are the characteristics and qualities?
- What are how the facility could contact them and provide them with the required information?
- What is an appropriate way to contact them and which affect their attitudes towards other products?
- What Is the effect Promotion methods of the facility and the customers and competitors in the market?

Research objectives: -

- This research aims to the following: -
- 1 / statement promotion concept and definition.
 - 2 / statement means and promotional methods.

3 / statement of how to take advantage of the promotion.

4 / indicate the extent of the impact of promotion on the facility.

First topic: What promotion

The concept of promotion: -

The promotion one of the elements of the marketing mix and is intended to define the consumer and convince him and urged him to buy the products and loyalty to her and organizations that are produced by means of each photo Contact persuasive aimed to define the consumer, commensurate with the needs and desires of products and define the organizations that provide these products and Walt j offered to build a desires and what is the quality of the qualities and characteristics required by a price that fits with its purchasing and illustration of the benefits that gets in the short term and long term as a result of consumption.

Any marketing program Dispense promotion as an essential element in it may take pictures of different size may vary from one program to another. Has identified Lazo and cobin Action steps for the sale of promotional standpoint in six steps are:
 - Potential customer's initial contact - to raise interest in the commodity - creating a preference for a certain brand - solving the problem of consumer purchasing a particular commodity - get a purchase order - to ensure the continuation of his dealings with the entity.

And share tools and images promoting the burden of performing these tasks varying degrees, where six different effectiveness of each of them in the performance of these tasks six depending on the

nature of the product, demand and market conditions and promotional costs.(1)

Definition of promotion: -

Known promotion (that connection process directly or indirectly addressed to consumers or current users or expected to encourage them and convince them to get the products and information that will give him the benefits and that return to its natural state and protected from potential exposure to any influential alter the nature of his conduct may also be directed to other groups). (2)

He also knows that (whether personal means (directly) or personal (indirectly by used established vendor to inform buyers goods or serve to convince them to purchase). (3)

He also knows that (the multilateral system and interactive forms among its parts, aiming to achieve the effect consumer audience or actor Industrial users to purchase goods or services). (4)

We conclude that the promotion which means identifying the facility and its products may be personal and non-personal, targeting consumers for the purpose of creating and urged him to be convinced that what is hyped.

The importance of promoting:

The importance of promoting the following: (5)

1 / increasing the geographical distance between the seller and the buyer has to find ways to reduce this dimension.

2 / diversity and increase the number of individuals with whom the product.

3 / Widening the limits of the geographical market with which the product Add state competition.

4 / contribution to promote conservation at an appropriate level of sophistication in the lives of individuals through providing them with new information and modern.

5 / achieve a high level of sales.

6/ considered allocation of financial larger allocations of production So there had to be interest in it.

7 / significant impact on the consumer in making its decision SPV.

Objectives of the promotion:

The objectives of the promotion in the following Objectives: (6)

1 / definition of the goods and services for different categories of consumers and promote positive attitudes and opinions about the product or service in order to prevent them from becoming commodities competition.

2 / convince current and potential consumers of the benefits and the benefits of the product or service and its ability to satisfy their needs and desires.

3 / provide information and data for the product or service in a timely manner and to choose the means of promoting appropriate and working towards a new means wherever needed.

4 / change the negative trends and opinions to the positive attitudes towards the product or service in the target markets and expand demand for the commodity.

5 / maintain the good reputation of the product and strengthen positive attitudes of consumers so as to constantly push them to buy.

Promote the communication process:

The promotion of the communication process aimed at creating a positive image among consumers this item and services you want established marketed through clarification of the characteristics or qualities and components.

If he is the process of transferring to date information Ended and easy to understand on the one hand to the other hand, in different ways to achieve specific goals and specific.

The communication process consists of several parties to They are as follows: - (7)

1 / sender:

Is the agency responsible for the delivery of information to the desired reach, and the sender can be either the product or the supplier or distributor.

The aim of each of them to define or to remind or convince the public its product and guide them on how to use it. Should be fully aware of the capabilities of the second to absorb the message and meaning of the requested and required to choose the right time and to the extent appropriate content.

2 / consignee (the recipient):

Is the party that went to promotional message and this side is the consumer or touch works or broker or community. Linked the success of marketing communications to identify qualities consignee and motivations, needs and trends and desires where those based planning process for program marketing communications in the organization should also be taken into only consideration the extent to which the addressee to understand the message promotional e and predict what he wanted to hear, regardless of the subject of the message, also influence the degree of understanding of other factors, such as noise and the degree of affiliation and the impact of the group.

3 / promotional message:

It information to be modeled and sent to the consignee and carry that message information in the form of specific words or meanings defined or forms and figures or images or symbols or any formula deems appropriate to their recipient information indicates in the process only communication in marketing to the facts or ideas and performance ...

etc. which requires delivery and implementation for the survival of the organization and its continuation.

The letter either in the form of advertising a Contact Or activate a personal publishing or public relations and each with its own particular style commensurate with the nature .

4 / means of delivery:

A carrier who is on the way to move the message from the sender to their recipient, whether this audio medium like radio, telephone and loudspeaker or visual such as newspapers, magazines, posters, flyers, or audio-visual equipment such as television, film and theater.

Promotional campaigns: -

Is defined as (a series of planned and coordinated promotional efforts that revolve around a theme or idea and one in order to achieve specific goals). And requires a promotional campaign to undertake a series of interrelated business and sequence are: -

- 1 / promotional setting goals.
- 2 / identifying target audiences promotion.
- 3 / determine the promotional mix.
- 4 / determine the content of the promotional message.
- 5 / determine the appropriate time for the promotional campaign.
- 6 / determine the size of promotional spending.
- 7 / evaluate the effectiveness of the promotional campaign. (8)

Promotional mix: promotional mix consists of several elements represent the methods and means of promoting products which are as follows: - (9)

1 / declaration:

And includes any form of paid to display and promote any ideas or goods or services by means of a shepherd is known and defined. Using some means such as magazines, newspapers, posters and billboards and direct mail, radio and television.

2 / personal selling:

The application process in the form of personal talks with one or more of the potential buyers for the purpose of carrying out the sale.

3 / sales promotion:

Includes all marketing activities is personal selling, advertising and publishing, which aims to lure consumers to buy the product or service or idea or increase the effectiveness of distributors. Examples of sales promotion offers in the exhibitions, and special offer in stores, and show how to use the product, and coupons, contests and any efforts selling non-routine, which usually are short-term activities.

4 / publishing and public relations:

A process that induce non-personal demand for a product, or to an organization and through the provision of some business news in and means

available or through the provision of a product or organization via radio, television or theater and different publishing advertising that cost not borne by the sponsor asked about .

In general it can be said that the organizations activate the promotional mix in line with the needs and desires of its target market sector, although blends including carrying her letters to him. And they must be integrated and consistent effect on consumers in their purchasing decision.

The second topic: - Advertising

I knew the American Marketing Association announced that he (non-personal means to provide and promote goods, services or ideas by hand information and for a fee paid). (10)

And defined as (non-personal connection and indirectly to the transfer of information to the consumer or user by means owned certain non-remunerated with the disclosure of personal advertiser) (11).

The announcement follows a major promotional activities that define the consumer or user of products and use of facilities for the purpose of access to the largest number of them because of its advantages due to its means of access to the various places of concentration.

Objectives:

That the goals of the Declaration are: (12)

- 1 / support program personal selling.
- 2 / access to individuals who are out of reach for salesmen.
- 3 / improve and strengthen relations with intermediaries.
- 4 / entering into a new market or to attract new groups of customers.
- 5 / introduction of a new product to market and publicize it.
- 6 / increase the use of Item 0
- 7 / known configuration of the project and improving the reputation of the public.

Types:

Advertising department to many sections are: (13)

First: in terms of functionality:

- 1 / Education Announcement: relates to advertise new goods on the market.
- 2 / Advertising indicative: relates to advertise goods or ideas and new services known to the public.
- 3 / Declaration reminder: respect of goods and services known to consumers for the purpose of reminding .
- 4 / competitive ad: respect of goods and services firm in the market place and other rival emerged.

Second: as intended:

- 1 / initial declaration: promotes the concept of goods is given regardless of brand names

2 / commercial advertising: It aims to promote the name of the specific commercial designed to appeal to demand it.

3 / announcement of the name of the organization: It aims to promote the organization's name and image mental and contributions to community service in which it operates.

Thirdly: According to the target audience:

1 / consumer advertising: direct to the final consumer for a particular good or service.

2 / advertising industry: direct to industrial buyers of companies and producers in general.

3 / commercial advertising: a respect of goods and services sold to brokers for resale again to consumers.

4 / advertising professional: suspend supply Certain profession information related to the goods they use themselves or would like to buy.

Fourth: by geographical scope:

1 / international declaration: covering more than one country.

2 / the national Declaration: covering the entire country.

3 / Advertisement Local: The focus on targets a specific geographic area.

Fifth: by means of ad:

1 / advertising in newspapers.

2 / advertising in general and specialized magazines.

3 / declaration because the brochures and catalogs.

4 / advertising in mass transportation.

5 / advertising posters and banners.

6 / advertising on the radio.

7 / advertising on television.

8 / advertising in cinemas and display windows.

Sixth: by Seller type:

1 / individual ad for a company where you own advertising for their products.

2 / Advertisement cooperative horizontal where a group of companies in the same level of cooperation in the provision of advertising and participation in the costs.

3 / Advertisement cooperative head: The participation of more than one product or broker to advertise their products.

Its means: Classified advertising media to the following: (14)

1 / menstrual pain e means:

It means that depend consider knowledge of the information contained in the advertising message:

A / posters Mural .B / Newspapers. C / magazines. D / transportation

2 / audio: depend on only hearing ear like radio and loudspeakers.

3 / audio visual aids: such as television, film and theater and rely on movement and voice and expression.

The third topic: - personal selling

Defined as (That activity of sales promotion activities, which includes an interview a man to sell to the consumer or industrial buyer and face-to-face for the purpose defined characteristics of the good or service and Convince him to buy). (15)

He also knows that (scientific communication taking place between the seller and the buyer directly to encourage or assist him in achieving by purchase of the goods or service). (16)

If one is sales promotion activities which method requires an interview seller to the buyer for the purpose of display item and defined in terms of characteristics and qualities to convince him to buy.

Importance:

The importance are: (17)

1 / that more elements promotional flexibility when using it.

2 / the ability to see the reaction consumer towards item by men selling. 3 / low loss marketing efforts exerted in it.

4 / low cost for activities other private advertising.

5 / as a man selling channels transfer Information for the facility.

The nature and function of personal selling:

Personal selling process involves many steps are as follows: (18)

- Find prospective buyers:

Require the use of all the roads that would identify who in their hands the reins and business buying decisions authority in institutions or Various projects may provide some companies salesmen lists containing the names of some prospective buyers, but the first and last responsibility in the search for these and suitability report lies with the sales man.

- Choose the curriculum for the sale:

After identifying prospective buyers need to report appeared curriculum Bearish that should be used. This is one of the important strategic marketing decisions, so leave the important officials in the project selected and trained salesmen trained extensively on these approaches before departure to the field of sales and confronted customers and curricula are: -

1 / influential approach and response:

And depends on the so-called rhetoric on sales or stereotypes Stored and maintained by the salesmen and they client satisfaction without giving him an opportunity to intervene in the talk or ask questions.

2 / logical steps approach for sale:

And depends on the follow salesmen to the number of logical steps to reach the desired goal but a goal of achieving sales.

3 / approach to satisfy the needs of customers:

And depends on the understanding of a man selling to the needs and desires of customers and their problems commodity first, by giving the opportunity for the client to speak first and disclosure of those needs and desires and problems in order to give a chance to a man selling to get to know them.

4 / approach to generate attention and interest and desire and resolution:

And depends on four factors are attracting the attention of the client, and gain his attention and provoke desire in a recent item him to make a decision to purchase and which is characterized by simple, logical and validity in various sales positions, also facilitates the training of salesmen.

- Follow-up:

Each project tries to avoid the problem of customer satisfaction after the purchase, often entices client doubt after he purchased item in its ability to satisfy his needs.

The idea stems up in the client Satisfied is an important factor in spreading positive idea about the item through speeches or relationships with others to gain satisfaction and continuity necessary for the continuation and development of the project.

The foregoing we can draw the following:

First: the role of salesmen (and functions):

Salesmen different roles and functions they carry out are:

- 1 / Find prospective buyers.
- 2 / product delivery.
- 3 / receipt of orders.
- 4 / communications.
- 5 / gathering information about the market.
- 6 / provision of services to customers.
- 7 / specialty goods among customers.
- 8 / give a reputable product and counseling him.
- 9 / sale and the many different stages.

Second: recipes salesmen:

The selection process of the utmost importance to the projects so depends upon success or failure. The project took the utmost importance, especially for the selection of suitable salesmen have is these qualities in the following characteristics:

- 1 / enjoyment activity and vitality.
- 2 / enjoyment high-confidence esteem.
- 3 / provides the desire to gain and profit.
- 4 / ability to organize.
- 5 / ability to understand customers and transform their objections to positive attitudes in favor of the project.
- 6 / empathy with customers.
- 7 / confirm capabilities to complete the sales process and achieve their goals.

Training of salesmen:

There are many methods used in training and this means is :-(19)

1 / training through ancient salesmen:

In this case men are selected sale their previous record reveals sufficient experience qualifies them to do so. Should also have to have the personal qualities they can take responsibility for training new salesmen. Others to provide them with basic information about this training, objectives and methods. And be their primary assist new and salesmen not to fall into mistakes.

2 / formal training in the classroom:

And through lectures and the purpose of which is to provide the men selling the basic principles of art and selling methods and then discuss some cases applied and practical situations faced by salesmen.

3 / flyers, brochures:

It contains data and guidance helps salesmen during their training period as well as after the end of the training program.

4 / group discussions:

In these group discussions raised some issues under the supervision of a sales management officials are receiving questions from the audience, followed by a general discussion involving everyone. Are useful in the exchange of experiences which helps level and improve performance such as symposia and conferences, for example.

Hanna believes that can be added the following means: (20)

5 / field training:

And called out the trainees to the field of actual sale where they can note the problems and the strength of competitors and consumer behavior closely.

6 / role-playing:

The participants in lectures or group discussions to represent the role of the man selling the natural positions sale, which is at the training center under artificial conditions where a man is selling one of the parties to the sales process and represents another person the role of the client.

7 / programmed instruction:

It is based on a set of tapes which sometimes accompanied by visual aids and a man selling a special use in the lab is equipped for this type of training.

8 / evaluate the work of salesmen:

Work is evaluated salesmen based on the following: (21)

First: factors that serve as a basis for evaluation:

- 1 / ability to sell the right amount.
- 2 / the ability to sell at a profit.
- 3 / ability to sell expenses low.
- 4 / the ability to develop a plan for the distribution of effort and time.

5 / briefing harm and confidentiality policies, goods and market.

6/ ability to influence and retain customers.

Second: factors affecting e man performance:

1 / competition.

2 / economic conditions.

3 / distribution outlets.

4 / demand for the commodity.

5 / natural conditions in the sales area.

6 / policies for the development of sales.

Third: Methods of evaluating the performance of salesmen:

1 / analyzing sales records and reports of salesmen.

2 / compare the performance of salesmen sales quotas.

3 / personal observation on the part of sales managers.

4 / analysis the descent.

5 / profit and loss accounts.

6 / Respect efficiency.

7 / customer feedback salesmen.

Notes that do continuous assessment of the performance of salesmen not only to control but it helps to determine the effectiveness of sales plans and programs and to identify weaknesses and strengths.

It also helps in identifying a man selling performer for his work in the required manner and the value of each of them and how efficiency. It is also motivating them to increase efforts also help to identify which of them deserves a reward and motivation or other things Associated with their work.

Reward salesmen:

There are several ways to reward salesmen can be used in projects to achieve the desired objectives, namely: (22)

1 / salary-line method:

According to her man gets a fixed salary sale each a limited period of time to meet its sales.

2 / by the commission:

According to her man gets a fixed commission sale or downward for each unit they sell them goods project.

3 / combine two hard salary and commission:

Most projects use at the present time a system to reward salesmen collect between the two methods, it is intended to achieve the benefits of each and avoiding disadvantages as possible.

Section IV: - sales promotion

((Intended all the usual methods is in the process of promoting and which do not fall within the advertising or personal selling). (Something his material and moral value added to the display to encourage certain behavioral response)). (23)

This means that the sales promotion is only the lure directly to customers or consumers to buy

products. It aims to attract new buyers or search for new markets .. Etc..

Types and methods of sales promotion:

The stimulate sales of many species with respect to the workers to push them Antiquities ball motivated consumers opting for activation methods that you are tempted to buy the product or service in order to satisfy what they feel.

First: types of activation:

1 / positive incentives are as follows:

A / monetary stimulus: The money cash currencies and certificates and gold coins, checks, or reduce prices.

B / incentives in kind: configurations include full of gifts such as clothing - kitchen appliances - household items.

C / moral incentives: include free education - age insurance - words of praise ... etc..

2 / Disincentives: The focus on intimidation and punishment to ensure workers urged to quit or not to cause undesirable behavior.

Second: activation methods:

There are several methods are:

1 / samples: Have the benefit of access to consumers when the product poses or When you make improvements or at the opening of new markets and is considered a more effective method than other methods as it is less expensive than some of them.

2 / capone: used for production and make the workout Hungary between permanent user of the product.

3 / gifts: aims to increase awareness among the people and is used to provide free gifts.

4 / lottery games:

Help to attract the attention of consumers with a high degree of unusually It aims to increase consumer desire and interest in and move the new beneficiaries to try the product.

5 / commercial stamps and ongoing programs:

Used to create permanent response consumers. And by providing stamps bearing the logo and the name of the organization produced with consumer purchases even if Amounting to a certain extent can be redeemed for product valued at \$ Obtained stamps.(24)

Section V: - publishing and advertising

First: Publication: -

Assistant see (it j meant to disseminate information to stop a certain direction on the part of an individual or group in an organized attempt to influence opinion and change the direction of individuals and groups, using the means of communication with the public information is displayed in KSC's news). (25)

(Or Is a means of communication and promotion of non-personal and unpaid aims to

stimulate demand for products and carried out through the dissemination of information about the organization and its products and displayed in the form of news. Characterized by the following characteristics:

1 / It means enjoying high confidence of the public, the dealers look for information and news published as a high degree of credibility and as facts and propaganda thing to an organization or to a specific destination.

2 / that the wording of the news editor performs media or editors news.

3 / arrival to the largest number of audience). (26)

It may be in the form of a brochure or improvements to a commodity or article or photograph followed by a full explanation ... etc..

Second: - Advertising: -

The propaganda important activity of public relations activities, and is defined as a message about the organization based devices Media General to publish them on the public, but not Pay for them. It encourages the demand for a good or service or organization, but in a way that is personal and through the public relations machine organization sends News and information about the product or the organization to the public media such as radio, television, newspapers and magazines. Differ from methods Other That Of origin . Cannot control the media Only minimally and in contrast to the situation in methods Other, where the organization complete control over it. Masses also tend to ratification and being influenced by propaganda from other methods to promote their knowledge of it G years paid. Given Lack of control organizations in the publicity they may be positive or negative, in the sense that the media are publishing any news of interest to the public about the company or its products, whether this good or bad news.(27)

Section VI: - Public Relations:

Know (as set in administrative efforts and ongoing aims to establish and strengthen mutual understanding between the institution and its audience). (28) This means that they are dealing with consumers and their differences in their behavior, values and beliefs ... etc. environment variables surrounding the organization.

Foundations and methods of public relations:

The number of public relations principles and methods are as follows (29)

First: Founded:

1 / find mutual understanding between pain systems and all personnel out.

2 / mind honesty in explaining everything that comes from the organization.

3 / stick style professional and adherence to the goals of justice.

4 / stay away from making attitude defensive cover the evening and aspects of complexity.

5 / Show facts in explicitly and clearly in order to gain the trust of the public.

6 / contribute to the welfare of the community and provides its members.

7 / cooperation with other organizations.

Second: methods:

1 / news: is announcing the sale of certain products or information about the organization ... Etc..

2 / Review: that the continuity of the organization in their production and maintain the quality of products and quality positioned to be the center of media coverage in newspapers and magazines.

3 / articles: After becoming the organization known, its members have an opportunity to write articles distinctive about it and its products ... etc..

4 / editorials: Happens it may be conveyed to the masses something special and important when what is eligible for publication on the front pages of newspapers that serve the markets of the organization.

5 / direct meetings and shorten the time: Organization relies mostly to hold talks attended by employers ... And others, and is done in front of government committees or organizations within the framework of programs organized by these organizations and it does not lead to writing propaganda, but they can play a significant duty in view organization and leadership experience in front of a limited audience.

6 / special projects: After exhausting all previous methods with the remaining market opportunity through the use of special projects to increase market awareness for the organization and consolidation of affection such as organizing youth camps or raise funding amounts for fellowships, etc..

Section VII: - factors affecting the promotion: -

There are many factors that organizations must be taken into account when doing promotional operations to influence these factors are the following: -

1 / nature of the market: -

Affect Nature of the market a strong influence on the type of promotional activity that will be used, When the number of buyers a small sale is Walsh X Sa more effective but when the market consisted of large numbers and spread widespread geographically it would be impossible to use personal selling and prefer to use advertising, also the type of client impact on the promotional mix, the market is made up of industrialists buyers or wholesalers and retailers be more dependent on personal selling of the final consumer market. (30)

2 / the nature of the product: -

Affect the nature of the product on a selected element promotional mix you choose

Organization, commodities being consumer soft example distribution comprehensive and do not require a presentation and explanation of the characteristics and how to use them the way personal and then increasingly rely on advertising to promote its unlike goods selectivity of increased reliance on personal selling. The same applies to the production of goods, we find that personal selling is the main ingredient to promote it. (31)

3 / product life cycle: - Affect the product life cycle in determining the quality of the promotional mix. Therefore sees the sinner he must design promotional mix to suit the stage through which the product life cycle. In stage product offering to the market manna St. uh focusing on most of its promotional activities.

We find that in the two phases of growth and maturity becomes Declaration More Importance To persuade consumers to buy, and continue personal selling focused on intermediaries to expand distribution and whenever the increasing entry of new competitors to the market have Turkish features preferential or different product to convince consumers the popularity of a product facility, as well as ad uses in phases maturity and decline. (32)

4 / promotional budgets: -

The size of the funds available for the promotion of the main obstacles in the implementation of the promotion strategy, it is known that the cost of advertising In the mass deployment of public such as television, for example very expensive which could hinder a lot of facilities and especially small ones from the use of such means costly and makes them look for ways and other promotional activities less expensive advertising directory telephones or professional journals or magazines and scientific journals or streamers attached to the interfaces stores or buses, and so on. (33)

5 / Price: -

Affects price of the product on the choice of promotional mix right, and we find that in the case of goods where the unit price is low, such as refreshments, cigarettes and sweets children, the focus is on advertising because of the high cost of personal selling all your visit or interview selling and low cost of advertising, taking into account the masses or large numbers that up to the Declaration. (34)

Cons Keywords Tai that there are other factors that affect the promotion process is the following factors: - (35)

- 1 / lack of marketing orientation.
- 2 / ethical and professional obstacles Related to the customs, traditions and beliefs and ethics.
- 3 / limited volume of production processes.
- 4/ customer attitudes and trends.

5 / needs and customers' purchasing motives.

Results: -

- 1 / promoting one of the elements marketing mix.
- 2 / is promoting the most important elements of this mix.
- 3 / promotion is the way to define the organization and its products.
- 4 / promotion process communication consists of four parties.
- 5 / longer promote more elements of the marketing mix cost.
- 6 / advertising is Key elements of the promotional mix.

Recommendations: -

- 1 / promoted by interest organizations.
- 2 / choose the appropriate promotional means based on the characteristics of the target audience

Acknowledgements:

The Authors would like to thank Taif University KSA. And grateful to the Department of Business Administration in Taif University, and Omdurman Islamic University –Sudan, for support to carry out this work.

Corresponding Author:

Dr.Mohammednour Eltahir Ahmed Abdelgadir.
Department of Business Administration
Faculty of Sciences& Art
Taif University, - Saudi Arabia.

E.mail: mohnourtahir@yahoo.com

References: -

- 1 - Mohamed Mohamed Ibrahim, Mohsen Ali AlKutbi - Marketing Management (scientific foundations and principles) (Cairo, Ain Shams Library, 2002) - p 362-363.
- 2 - Zaki Khalil Almsaad - Marketing in the overall concept (rice Press, 1997) - p 327.
- 3 - Khalid al-Rawi and Hammoud Sindh - Modern Principles of Marketing (Oman, affordable house for publishing, distribution and printing -2001) - p 209.
- 4 - Thamer Yasser al-Bakri - Marketing Management (Baghdad University, College of Management and Economics, 1986) - p 130.
- 5 - Ibid - pp. 131 - 132.
- 6 - Mohamed Basha Mohammed Algios and Nazmi Shehata Riad Halabi Modern Principles of Marketing (Oman, Safa House for publication and distribution, first edition, 2000) - p 140 141.
- 7 - Almsaad - op - pp. 329 - 330.
- 8 - Ibrahim alKutbi - op - pp. 364-371.
- 9 - Ismael Mr. - Marketing (Alexandria, University House, 1999) - pp. 355 - 356.

- 10 - Thamer al-Bakri - op - p 139.
- 11 - Almsaad - op - p 335.
- 12 - Ismail Mr. - op - pp. 311 - 312.
- 13 - Mohamed Farid Alsahan - Advertising (Alexandria, University House, 1999) - p 93 - 100.
- 14 - Almsaad - op - p 337.
- 15 - Nassim Hanna - Principles of Marketing (Riyadh. Mars Publishing House, 2001) - p 269.
- 16 - Thamer al-Bakri - op - p 142.
- 17 - Ibid - p 143.
- 18 - Nassim Hanna - op - pp. 274 - 281.
- 19 - Salah Shanawany - modern marketing management (concept and strategy) (Alexandria, Youth University Foundation, 2000) - pp. 365 - 367.
- 20 - Nassim Hanna - op - pp. 382 - 393.
- 21 - Ibid - pp. 395 - 397.
- 22 - Thamer al-Bakri - op - p 144.
- 23 - Almsaad - op - 354.
- 24 - Ibid - p 363.
- 25 - Mahmoud Jassim al-Sumaidaie Rdainah Osman - bank marketing (strategic entrance - quantitative - analysis) - (Amman, Curriculum Publishing and Distribution, First Edition, 2001) - p 337.
- 26 - Sharif Ahmad Sharif Alaasi - Marketing (Theory and Practice) (Alexandria, University House, 2007) - p 380-381.
- 27 - Bashir Abbas Alalag and Hamid al-Tai - Marketing Services (entrance to the strategic - and functional - Applied) - (Amman, Zahran Publishing and Distribution, First Edition, 1999) - p 335.
- 28 - Almsaad - op - pp. 360 - 362.
- 30 - Alaasi - op - p 385.
- 31 - Ibrahim alKutbi - op - p 368.
- 32 - Alaasi - op - p 386.
- 33 - Ibid - p 386.
- 34 - Ibid - p 386.
- 35 - Alalag and al-Tai - op - p 336-340.

3/5/2013