Und

# MARKETING AND RESEARCH

## Lecture Title: Marketing Communications and Distribution Channels.

Lecturer: Ms. Aysel Schembri

Date: 15.07.2026

Undergraduate Diploma in Digital Marketing

Document Classification: Unrestricted

# Lecture Summary

- Different Marketing Communication channels
- Marketing factors that affect to build effective strategies for global markets.
- Different marketing intermediaries and channels of distribution.
- Distribution strategy development and pricing related processes.

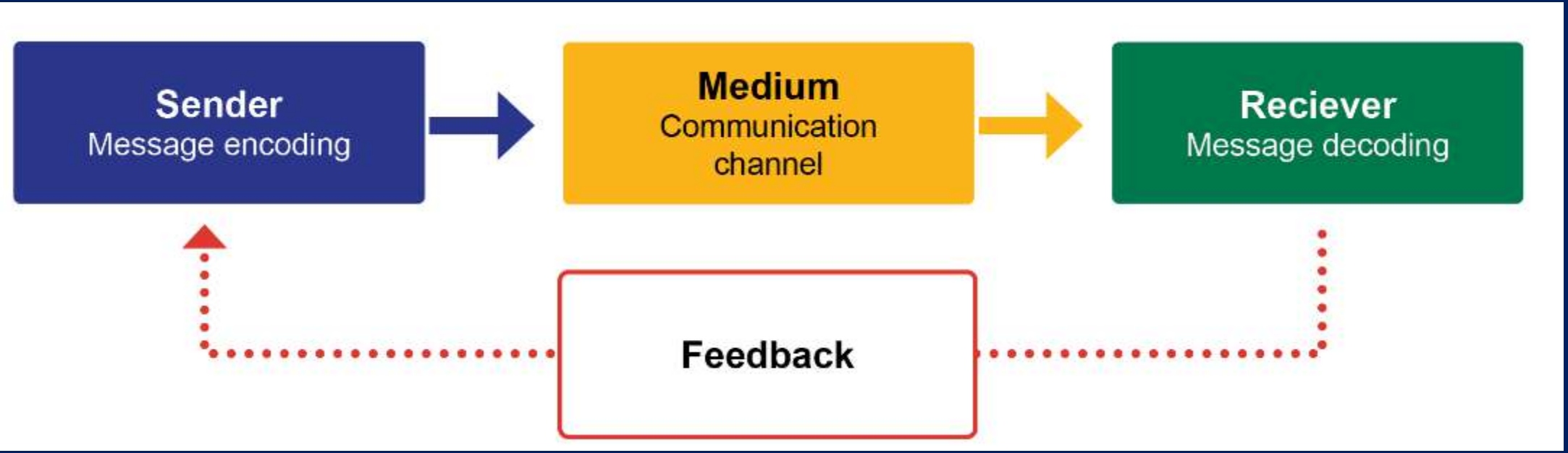
Document Classification: Unrestricted

# Marketing Communications (MarCom)

Undergraduate Diploma in Business Administration

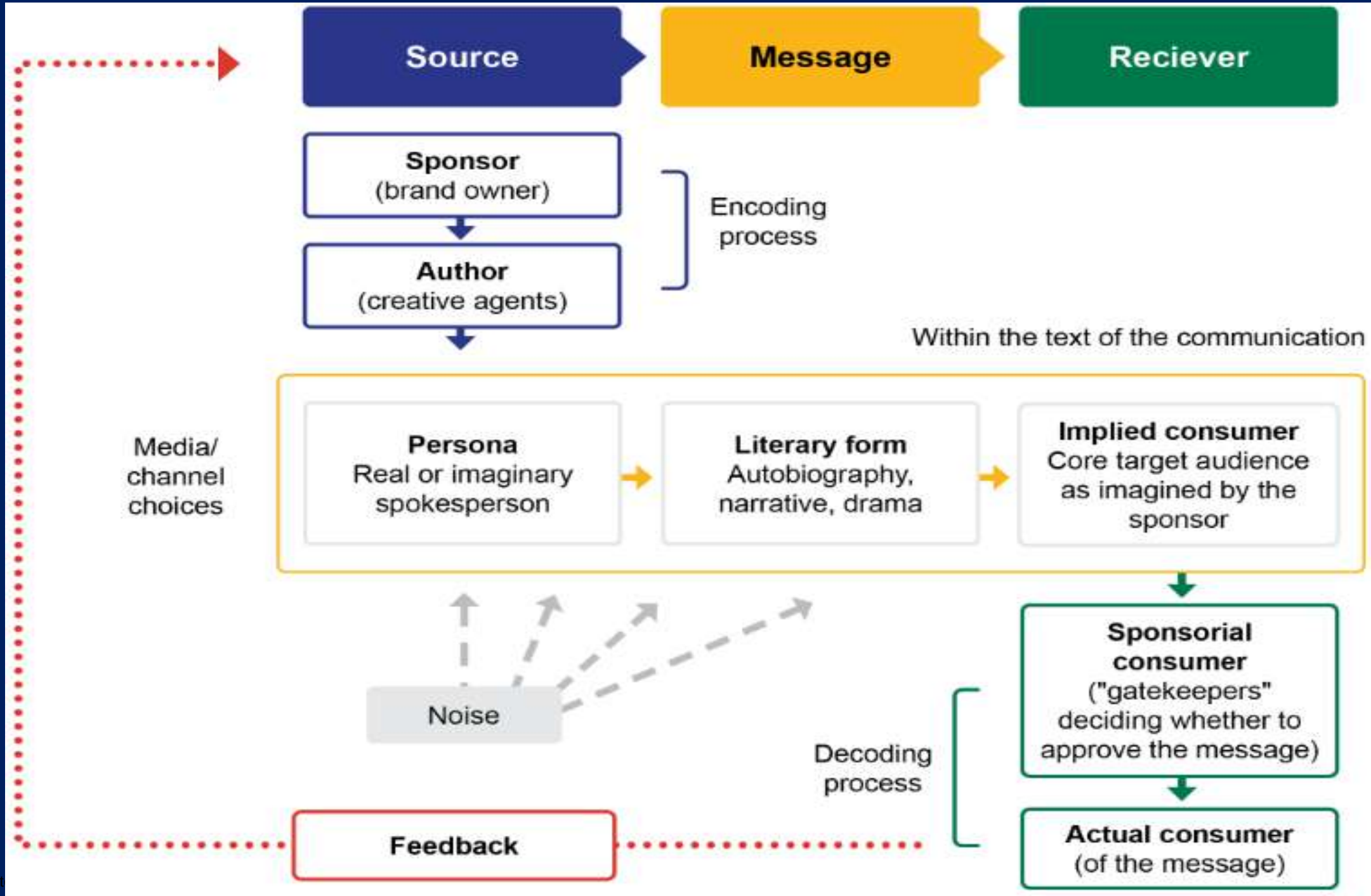
Document Classification: Unrestricted

# Marketing Communications/MarCom




Document Classification: Unrestricted

# The Stern Model




Document Classification: Unrestricted

# Group Task 1

**1. Review the Stern Model**

- Briefly revisit the five main elements: **Source, Message, Channel, Receiver, and Decoding.**

**2. Choose the Autobiographical Perspective**

- Your need to focus on **Autobiographical advertising**. Analyse an Existing Example.
- In this style, the message is told from a **first-person perspective** (e.g., "I" or "me") as if the brand or character is **sharing a personal story** or experience.

**3. Create Your Own Ad Concept**

- Imagine you are an ad agency.
- Choose a brand (or create your own).
- Develop a 60-second ad concept using the **Autobiographical style:**
  - **Who is the narrator?** (e.g., a satisfied customer, founder, or fictional character)
  - **What's the story?** (what experience are they sharing?)
  - **What's the message?** (how does it connect with the brand?)
- Identify the **source, message, medium, receiver types, and decoding challenges.**

Document Classification: Unrestricted

# Example Group Task Result

**Ola Oats – A fictional organic oats brand promoting healthy living.**

## Ad Concept Title:

- **"The Morning That Changed Everything"**

## Script (Autobiographical Narrative):

- ***Visual: A woman in her 30s walking through a park at sunrise, holding a thermos and a reusable container of oats.***

Document Classification: Unrestricted

# Example Group Task Result

**Narrator (voiceover, soft tone):**

*"I used to skip breakfast almost every day. Too rushed, too tired, too many excuses. But that morning, when I finally sat down with a bowl of warm Ola Oats and actually took a breath… something changed. I felt grounded. Focused. It wasn't just oats—it was a moment I gave back to myself. Now, I start every day with intention… and Ola."*

- *Visual ends with the tagline on screen:*
  **"Ola Oats – Start with you."**

Document Classification: Unrestricted

# Stern Model Breakdown

| Element | Description |
|---|---|
| **Source** | The brand sponsor (Ola Oats), represented by a fictional consumer persona. |
| **Message** | A personal story of transformation and self-care linked to the product. |
| **Medium** | Video ad on YouTube, Instagram Reels, and health blogs. |
| **Receiver Types** | - *Implied:* Busy professionals seeking wellness.<br>- *Sponsorial:* Ola's brand team.<br>- *Actual:* Anyone watching social media videos. |
| **Decoding** | Viewers interpret the personal message and emotional tone through sight & sound. |

Document Classification: Unrestricted

# Decoding Challenges

- **Scepticism About Authenticity**:
  Some viewers might doubt the genuineness of the story, thinking it's just another scripted ad rather than a true personal reflection. They may see the emotional appeal as manipulative.

- **2. Cultural Disconnect**:
  The lifestyle portrayed (peaceful morning walks, having time for breakfast) might not resonate with everyone—especially people with busier, more chaotic mornings or in different socioeconomic contexts.

- **3. Brand Unfamiliarity**:
  Since Ola Oats is a fictional or niche brand, viewers may not recognise it, making the emotional story less impactful or credible at first.

Document Classification: Unrestricted

# Marketing communication mix

Advertising

Public Relations

Direct Marketing

Sales Promotion

Personal Selling

Document Classification: Unrestricted

# Internet based communications

Document Classification: Unrestricted

# Internet based communications

- Email Marketing
- E-commerce and M-commerce (mobile)
- Social media
- Podcasting
- Ambassadors/Influencers
- Meet your customer where they are

Document Classification: Unrestricted

tribus

Und

# Undergraduate Diploma in Business Administration

Document Classification: Unrestricted

# Factors that affect to build effective global marketing strategies

# Key Decision-Making Factors

- Standardization versus customization
- Legal forces
- Economic factors
- Changing exchange rates
- Target customers
- Cultural influences
- Competition

# Standardized International Marketing

## Advantages

- Reduces marketing costs
- Facilitates centralized control of marketing
- Promotes efficiency in R&D
- Results in economies of scale in production
- Reflects the trend toward a single global marketplace

## Disadvantages

- Ignores different conditions of product use
- Ignores local legal differences
- Ignores differences in buyer behavior patterns
- Inhibits local marketing initiatives
- Ignores other differences in individual markets

# Customized International Marketing

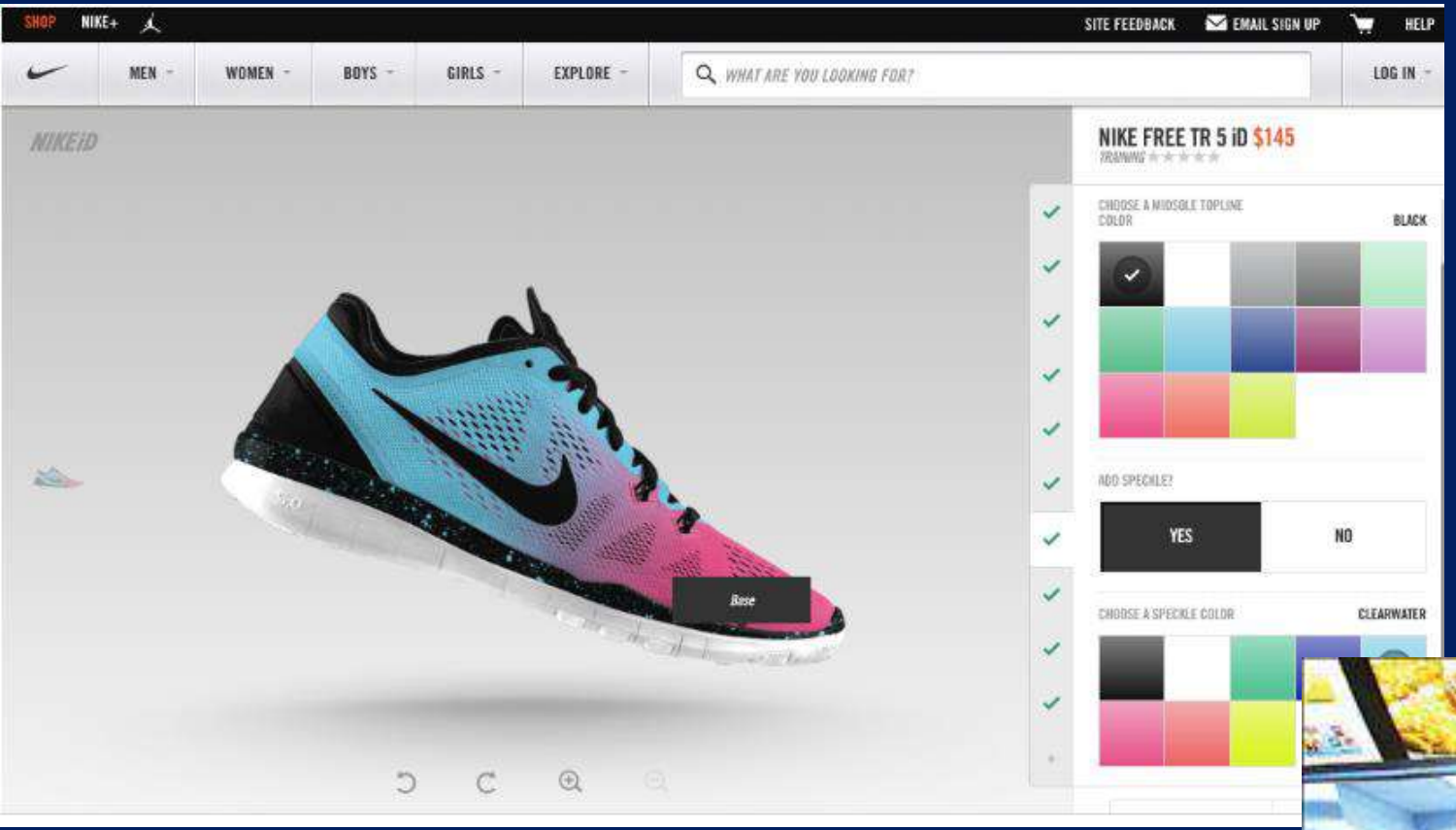
**Advantages**

- Reflects different conditions of use
- Acknowledges local legal differences/ differences in buyer behavior
- Accounts for other differences in individual markets

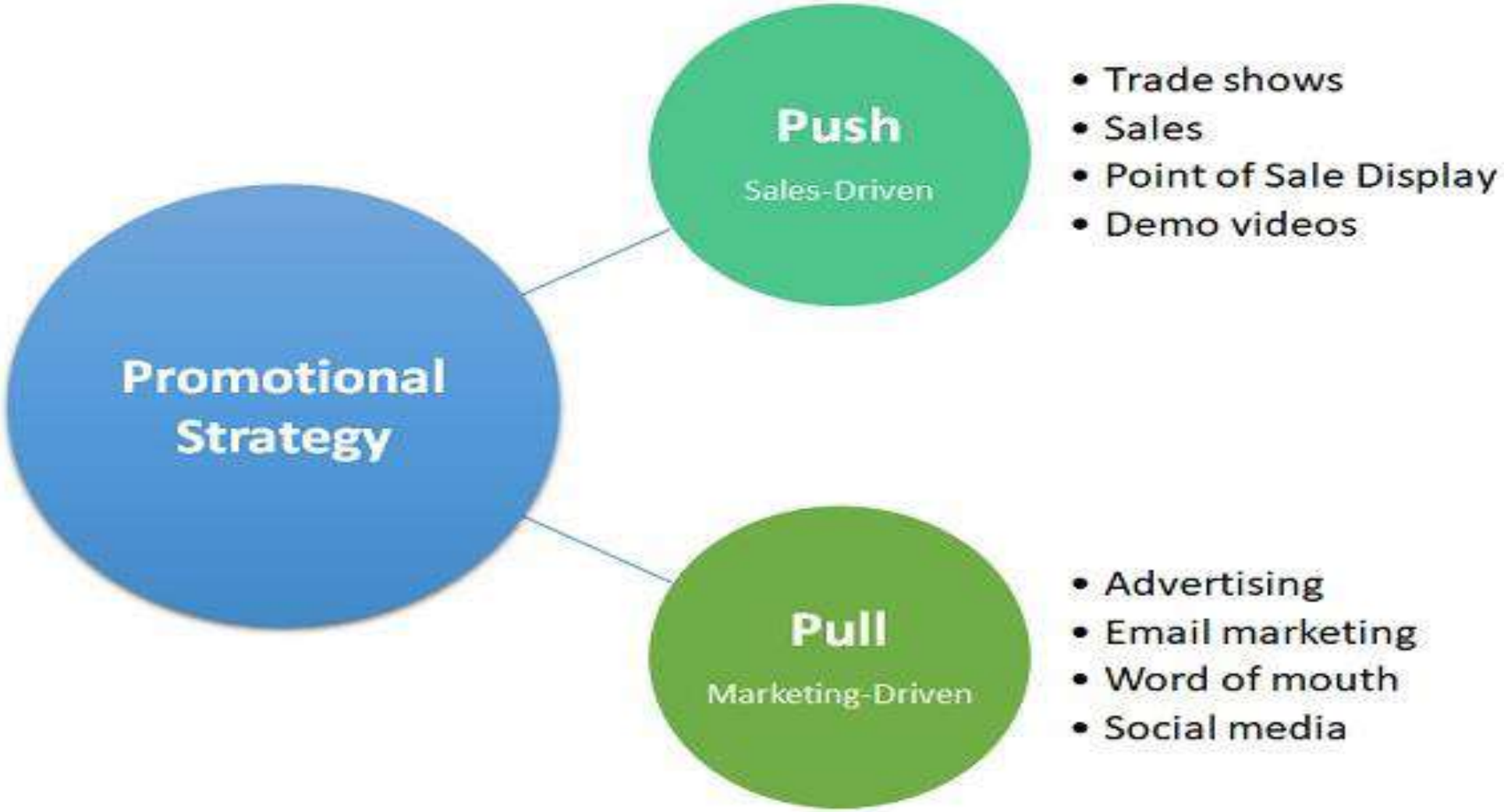
**Disadvantages**

- Increases costs/ inefficiencies
- Inhibits centralized control of marketing
- Reduces economies of scale in production
- Ignores the trend toward a single global marketplace

***Personalization*** **is always the gold standard for marketing.**



# Different advertising and promotion strategies for international markets



Un

# Different marketing intermediaries and channels of distribution

## There are four main types of intermediaries including:

- Agents and brokers
- Wholesalers
- Distributors
- Retailers.
- E-commerce

Document Classification: Unrestricted

# The advantages of intermediaries include the following:

- Better accessibility of products and services
- Physical distribution of goods
- Storage of supplies
- Better market coverage
- Improve buyer-seller relations
- Before-and-after sales services.

Document Classification: Unrestricted

Un

# The disadvantages of intermediaries include:

- The manufacturer loses some decision-making power.
- The manufacturers' profit is reduced due to the money they have to pay the intermediaries.
- Intermediaries may be misinformed about the product, thereby misinforming the customer.
- Intermediaries may favour a competitor's product if they offer a better fee, and as a result, the manufacturer may lose their target market or market share.

Document Classification: Unrestricted

www.21Academy.education

**89%** Indonesian Facebook users actively access their account. Averagely, most of them access Facebook up to **1-6 times/day** and **3-10 minutes/time.**

Document Classification: Unrestricted

# Pricing related processes

| Characteristics | Less Than Competitors | Same As Competitors | More Than Competitors |
|---|---|---|---|
| Consumer Appeal | Appeals to price-sensitive consumers | Appeals to consumers seeking market average | Appeals to consumers seeking premium products |
| Product Positioning | Positions as budget-friendly option | Positions as a market standard | Positions as premium or luxury |
| Adaptability | High chance of appealing to more consumers | Moderate chance of appealing to consumers | Limited chance of appealing to consumers |

Document Classification: Unrestricted

# Pricing Strategy

## There are three important steps to consider when setting up a product pricing distribution strategy:

- Set a Manufacturer's Suggested Retail Price (MSRP)
- Anticipate hidden costs
- Divide margins along the distribution chain

Document Classification: Unrestricted

# Geographic Pricing and Marketing

## How should we price our products in different regions?

### State Pricing

Adjust prices within a state to match local market conditions.

### Country Pricing

Set prices differently across countries to account for economic variations.

### Global Pricing

Implement a uniform pricing strategy worldwide for consistency.

Document Classification: Unrestricted

# Offering Product Discounts

Adapting pricing models to include product discounts is a marketing strategy used to attract bargain hunting consumers and to fend off new competitors attempting to enter target market areas.

Product discounts allow marketing management to create short advertising campaigns to stimulate excitement over a company's brands and individual product offerings.

Document Classification: Unrestricted

# Group Task 2- IKEA's entry to market in South Korea

1. **Marketing Communication Channels:** Investigate which communication channels IKEA can use to connect with local consumers. Consider both traditional and digital marketing channels.
2. **Factors Affecting Global Marketing Strategy:** Analyze the key factors that will impact IKEA's success in the Korean market. These might include: Cultural Differences, Consumer Behavior, Economic Conditions.
3. **Marketing Intermediaries and Distribution Channels:** Evaluate potential distribution strategies.
4. **Distribution and Pricing Strategy:** Propose a pricing strategy

Document Classification: Unrestricted

# Managing Cost and Demand

- Usually, goods with low production costs have the largest price flexibility because the organization can accept discounted retail prices and still turn a profit.

- Higher production costs leave less room for a business to adjust its retail price and still recoup costs

Document Classification: Unrestricted

Un

# Developing Marketing Campaign

## Here are 5 key marketing techniques :

- Capture attention fast
- Engage your audience
- Appeal to emotions
- Keep the message simple
- Set objectives

Document Classification: Unrestricted

# Developing Marketing Campaign

Un

The first step of a marketing campaign is to clearly define your goals.

This identifies the “why” behind your campaign and what you hope to achieve.

Your goals could focus on sales, customer satisfaction, the product itself, or something else.

Document Classification: Unrestricted

# Six Essential Steps to Develop a Winning Marketing Campaign

Un

**Step 1.** Determine Your Objective and Budget

**Step 2.** Identify Your Target Audience

**Step 3.** Create Your Message

**Step 4.** Develop Your Media Strategy

**Step 5.** Implement Your Marketing Campaign

**Step 6.** Measure & Analyze Your Results

Document Classification: Unrestricted

Un

# Developing Digital Marketing Campaign

When looking to create your digital marketing campaign, make it a goal to create truly meaningful, relatable content.

Speak to your audience's emotions and strive for lasting imprints in their memory.

Document Classification: Unrestricted

Un

# Any Questions?

21 ACADEMY

## Undergraduate Diploma in Digital Marketing

Document Classification: Unrestricted