

Kubrichenko N.
K. P. Pilova, research supervisor
N. V. Poperechna, language adviser
National Mining University

THE DIFFERENCE BETWEEN MARKETING, PR AND ADVERTISING

Marketing, PR and advertising all are interconnected, but many people don't know what is the difference between them. This is because the separation line between these three terms is not very clear. Marketing is the systematic planning, control and implementation of business activities mix aimed to bring together buyers and sellers for the mutually beneficial products exchange or transfer.

Public relations are the process of managing the communication between an organization and its publics to uphold propitious relations between them.

Advertising is the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion made by a firm of its products to its existing and potential clients.

The following theory is given to explain how confounding the difference between these concepts can be.



Marketing is typically regarded to be a process involving different aspects of advertising, public relations, media planning, market research, sales strategy, distribution, product pricing, customer support, and community involvement.

Marketing is concerned with their customers and their needs. A good marketing strategy is supposed to understand the customer needs and to find the

best way of sending information to the customer. One of the best tools marketing has is planting a seed of desire in a consumer. If a client relates products with the overall company image, the marketing strategy is successful.

Marketing is a process requiring time, it can involve hours of research for a marketing strategy to be effective. Think of marketing as everything that an organization does to assist an exchange between company and consumer.

Advertising is an aspect of marketing. The aim of advertising is creating the awareness of existing products or services. It explains why customers need that concrete product, how it will improve their lives and how to get it. Advertising is often looked at as the most important part of marketing. It definitely has the largest budget out of all the marketing procedures. However without a good marketing strategy, advertising won't work in appropriate way.

PR is also one of marketing components. PR is called the "jack of all trades" in a company. PR department takes on numerous responsibilities like company newsletters, trade shows, public speaking, event management, news conferences, press releases, television and radio interviews, corporate identity and many other things. It is important to have a PR department that can become the "face of the company". The PR department are those people whom customers will see and relate to. Through public relations, the company can keep a tab on the pulse of the market and know the public opinion of its products. Public relations is also considered an investment for the future as a good PR campaign remains strongly inculcated in the minds of the people for a long time.

Thus, it's seen that there are many differences between marketing, PR and advertising. The main difference between them is that marketing is a wider definition which includes all the promotional activities that help make sales higher, including advertising and PR. PR and advertising are considered to be parts of the entire marketing strategy of a company.

To sum up, marketing, PR and advertising are related together to form a unique organization. In order to become successful a businessperson need to plan out a good marketing strategy and figure out the best way to advertise and promote them. Advertising comes after a good marketing foundation has been put in place. In order to build this base, one need to get a good group of PR people together and start from the very beginning. Neither advertising, PR, nor marketing could succeed alone without the other. Considering their differences and likeness you are given a valuable advice how to build a successful company in the future.

References:

1. <http://advertising.about.com/cs/careersource/a/advertisingvspr.htm>
2. <http://en.wikipedia.org/wiki/Marketing>
3. <http://marketing.about.com/cs/advertising/a/marketvsad.htm>
4. http://www.businessknowledgesource.com/marketing/the_difference_between_marketing_pr_and_advertising_026413.html
5. <http://www.buzzle.com/articles/difference-between-marketing-and-public-relations.html>