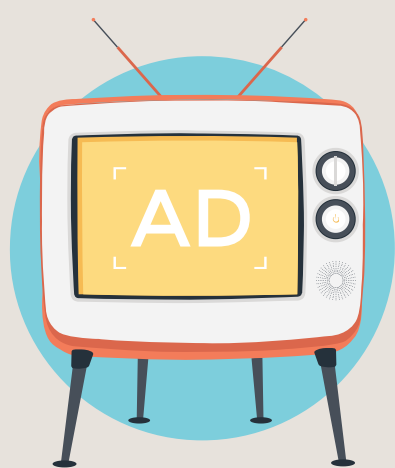




# Advertising, Marketing & Public Relations

## THE BIG PICTURE



### ADVERTISING

**The act of calling attention to a product or service, typically through paid communication.**

Examples: TV commercials, social media ads, and billboards.

### MARKETING

**The overall strategy and process of promoting, selling, and distributing a product or service.**

Examples: Email campaigns, product launches, and market research.



### PUBLIC RELATIONS

**A strategic communication process of building and maintaining relationships and shaping public dialogue concerning a client, company, or organization.**

Examples: Press releases, crisis management, and brand partnerships.

### ADVERTISING



- **Paid media**

(Media purchased by a company to promote its products, services, or brand.)

- **Promotion focus**

(control what, when, and how the message is presented.)

- **Short term goals**

(designed for immediate results, such as increasing sales or boosting awareness quickly.)

Examples- Google Ads, Sponsored social media post, Billboard ad, Commercial

Ads

### MARKETING



- **Strategy**

- **Customer-focused**

(aims to understand and meet customer needs and wants.)

- **Involves paid, owned, and earned media.**

- **Research**

(gathering data to identify target audiences and trends.)

- **Long term goals**

(Focused on building relationships, brand loyalty, and sustained growth over time.)

Examples- Email campaigns, product launches,



Focuses on promoting a product or service to increase sales.

Aim to communicate a message, create awareness, and support business goals.

Aims to build relationships with audiences and improve brand perception.

Communication with the public used to shape desires, opinions, or perceptions.

- **Building relationships**

- **Earned-media focus**

(Relies on gaining media coverage and public attention without direct payment.)

- **Reputation management**

(Manages how the brand or company is perceived by the public.)

- **Messaging that promotes company values & mission**

- **Long term goals**

(creating sustained positive relationships and maintaining credibility over time.)

Examples- Press conference, hosting events, brand partnerships



### PUBLIC RELATIONS



#### Sources:

Oxford Dictionary, 2025

AMA (American Marketing Association), 2025

PRSA (Public Relations Society of America), 2025