

## CHAPTER TWO

# COMMUNICATIONS THEORY

### LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Understand the theories and concepts behind the practice of marketing communications.
- Appreciate the importance of message source characteristics.
- Describe the important elements of a successful message and the effects of message repetition.
- Recognize the importance of opinion formers and opinion leaders in the wider communications process.
- Understand the concepts associated with 'hierarchy of effects' models and their application to campaign strategy.