

## CHAPTER TEN

# SALES PROMOTION

### LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Distinguish between advertising and sales promotion and between consumer, retail and trade promotions
- Explain the theories, concepts and generalizations associated with sales promotion
- Understand the reasons behind the rise of sales promotion relative to advertising
- Describe the tactics associated with sales promotions and the differences between price promotions and creative promotions (or incentives)
- Analyse the outcomes of sales promotions and their affect on general communication strategies