

CHAPTER FOURTEEN

PERSONAL SELLING, POINT-OF-SALE AND SUPPORTIVE COMMUNICATIONS

LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Describe the strengths and weaknesses associated with personal selling and its importance as part of the marketing communications mix
- Comment upon the value of field marketing and multi-level marketing
- Recognize the importance of packaging in point-of-sale decision making
- Assess the value of point-of-sale materials to marketing communications