

Les objectifs de communication Marketing



Objectifs généraux		Objectifs opérationnels
Faire connaître notoriété (spontanée, assistée) positionnement (éléments distinctifs)	Cognitif →	informer de l'existence d'un nouveau produit montrer les différentes utilisations rappeler l'existence
Faire aimer image positive préférence intention d'achat	Affectif →	modifier l'image du produit créer une préférence pour une marque
Faire agir Achat	Conatif →	stimuler un achat immédiat (opération promotionnelle)

Reacutetablir La Communication

RC Schank



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