

THINKING OF HUMAN RESOURCE DEVELOPMENT STRATEGIES IN COMMUNICATION AND PROMOTION OF PETROLEUM PRODUCTS

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Abstract: To communicate effectively, specialist company for marketing of petroleum products contracts with advertising agencies to develop effective advertising, sales promotion specialists committed to develop programs to stimulate the desire to buy customers, engage specialists to direct, to make databases and to connect with current and prospective customers using email or phone and enter into contracts with firms specializing in public relations, advertising to make petroleum products, and impose on the market the company's image for marketing of petroleum products.

1.INTRODUCTION

Activity in the marketing of petroleum products is more than buying good products for resale, to establish an attractive price for them and make it accessible to consumers concerned. Specialists of Company for marketing of petroleum products must communicate with both current customers and those potential. Inevitably, the company for marketing of petroleum products must carry out the communication activities and promotional activities.

A modern company for marketing of petroleum products must have a comprehensive marketing communications. Company's specialists communicate with intermediaries, with consumers and various public institutions. Companies own network intermediaries communicate with clients and public institutions. Consumers communicate by word of mouth to other consumers and public institutions. Meanwhile, among all these groups are established and communication inverse relationship.

Marketing communications mix - promo mix called, consists of five main tools:

- ✓ Advertising: any form impersonal presentation and promotion of ideas, goods or services paid by a sponsor specifically identified - in our case company for marketing of petroleum products.
- ✓ Direct advertising: use postal, phone or any other impersonal means to connect people to communicate or seek answers by or on behalf of customers better specify. They may be actual or potential customers of the company for marketing of petroleum products.
- ✓ Sales promotion: Short-term incentives, in order to encourage customers to try or purchase a product or service, in our case oil.
- ✓ Public Relations: various programs to promote or protect the image or market its products.
- ✓ Personal selling: direct connection into one or more potential customers to sell them something.

The table below is a list containing many specific tools of petroleum products and how they fit into the above categories.

PUBLICITY	SALES PROMOTION	PUBLIC RELATION	PERSONAL SALES	DIRECT PUBLICITY
Printed and audio advertisement	Games, contests, lotteries	Press conferences	Commercial presentation	Catalogues
Packing (bottles L.P.G..)	Gifts	Speeches	Commercial meetings	
Booklets	Exhibitions	Charity	Fairs, exhibitions	Telemarketing
Posters, flyers	Demonstration	Sponsoring		
Telephone directories	Coupons	Publications		
Printed advertisings	Discounts	Relation inside communications		
Display boards	Low interest financing	Influence political decisions		
Logos	Entertainment	Own means of information		
Posters in sale points	Possibility to change an object with a new one	Agent's marketing magazine for own products		
Video-audio materials	Commercial stamps	Special events		

2. COMMUNICATION PROCESS IN COMPANY FOR MARKETING OF PETROLEUM PRODUCTS

Marketers within the company for marketing of petroleum products must understand how to communicate. A communication model should provide information on (1) who, (2) what says, (3) on what channel, (4) who and (5) with what effect. In the figure below we present a communication model that applies to companies for marketing of petroleum products.

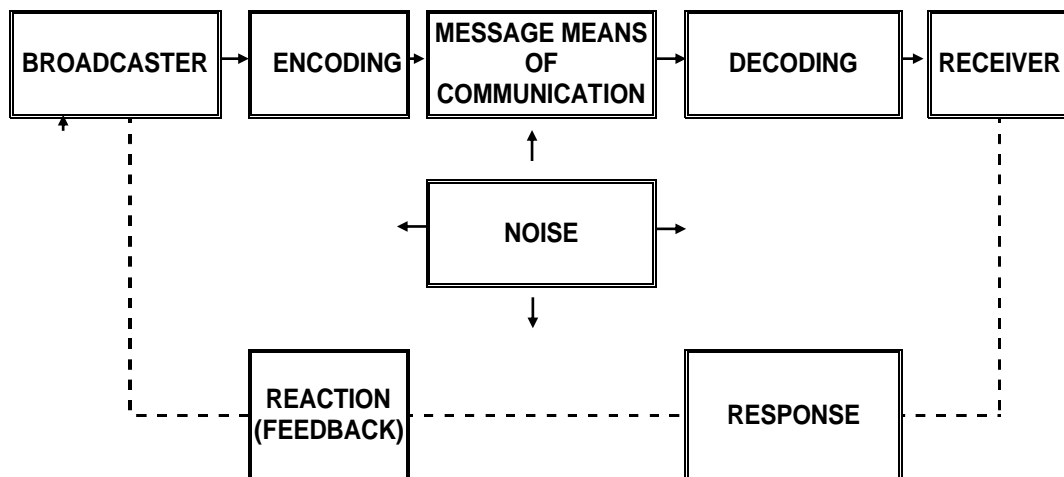


Fig. 1. Elements composing the communication process

Key participants in an act of communication are sender and receiver.

Main communication tools are the message and means of propagation and other activities are essential elements in a communication - encoding, decoding and feedback.

The last element is present in the system noise.

Task of specialists for marketing of petroleum products is to make so that the message to reach the market well. There is considerable noise in the environment - people are literally "bombarded" with hundreds of commercial messages per day. It may be that the target audience (current customers, potential target market) do not receive the message which is sent to the company's specialists in the following three reasons. The first is selective attention is that people do not pay attention to all external stimuli. The second is selective distortion is that subjects will distort the message to hear what they want to hear. The third is selective memory is that people retain only a small fraction of messages that reach them.

The probability that a potential customer to pay attention to a message sent by the company specialists (Example: Ordering postcards type) is given by:

$$\text{Probability attention} = \frac{\text{Intensity perceived reward} - \text{punishment perceived intensity}}{\text{Perception on the effort needed}}$$

Company's specialists must determine which customer characteristics that correlate with its ability to be convinced. It is believed that people with a high level of education and intelligence are harder to convince, but no clear evidence to support this claim. It was found that women are more easily convinced than men, but its claims or not depends on acceptance by women of their specific role in society. Women who agreed with traditional gender functions in society are more influential than those who do not accept the way traditional gender division of duties.

3. STAGES OF AN EFFECTIVE COMMUNICATION OF COMPANY FOR SALE OF PETROLEUM PRODUCTS

The essential steps of developing a comprehensive program of communication and promotional marketing specialists have prepared the company for marketing of petroleum products must:

- ❖ to identify customers (audience)
- ❖ to determine the communication objectives
- ❖ to develop the message
- ❖ to choose channels of communication
- ❖ to allocate the appropriate budget
- ❖ to decide the promotional mix
- ❖ to evaluate the results of the promotion
- ❖ to lead and coordinate the whole process of marketing communications.

Effective communication channels to achieve the transmission of a message are of two kinds: personal channels and non-personal channels. Personal communication channels involve the existence of two or more people communicate directly with each other. They can communicate by talking, by speeches, by phone or through postal services. Personal communication channel efficiency derives from its ability to distinguish the presence and charged directly to customer reaction. Non-personal communication channels convey messages that do not involve contact or interaction on a personal level. These are the media, environment and events organized on several occasions. Consist of printed media (newspapers, magazines, mail), networks (radio, television), electronic (audio tapes, videotapes, videodiscs) and display (billboards, signs, posters). Most impersonal messages reach their destination through paid media. Public relations department of the marketing service organizes press conferences or festive openings to

release petroleum products distribution stations and sponsor sports competitions to be able to obtain some effects of communication on a **certain clientele**.

4. ORGANIZATION AND MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS IN MARKETING OF PETROLEUM PRODUCTS

The oil market (both consumer and business) there are still many companies for marketing petroleum products, to achieve communication goals, is based mainly on one or two communication tools. The existence of a wide range of communication tools, messages and auditors require companies to think of a more modern and complete use and combination of communication tools.

It is increasingly accepted the concept of integrated marketing communications (MIC)

According to the definition given by the American Association of Advertising Agencies MIC is: "A concept plan on marketing communications, a concept that emphasizes the importance of the existence of a comprehensive plan to evaluate the strategic role of various communication tools - for example, general advertising, direct response, sales promotion and public relations - and combining these to provide maximum clarity of communications, coherence and impact by integrating discrete messages in a unitary structure. "

Although some advertising firms have tried to provide the entire package of communication tools in service of oil products marketing companies, the latter prefer, to the disappointment of the first, to deal with separate agencies for ordering of specific communication programs that they need.

Responsible for product (**serviciul marketing**) are poorly trained in marketing communications, with probably just a common experience in advertising. They know very little about the direct advertising about sales promotion or public relations. Functional communication officer knows very little about other communication tools. To correct this situation, have taken the following measures:

- + General Director of the company for marketing of petroleum products must fight for implementation of integrated marketing communications and to appoint a marketing director who will have the full responsibility for the marketing communications efforts for marketing of petroleum products company.
- + specialists of company for marketing of petroleum products must follow all promotional expenses separately for each oil, LPG cargo or complementary product in hand, for each promotional tool for every stage of product life cycle for each effect observed, this information will be used as a basis for better use of these tools.
- + heads of departments, stations, fixed points must be retrained to deal with problems in the spirit of integrated marketing communications. Moreover, all communications must be retrained professionals involved in addressing problems in the spirit of CMI, keeping of course their specialist skills. Integrated marketing communications messages will provide more consistency and have a greater impact on sales. This concept gives one man - engaged in a post that previously did not exist - the responsibility to unify the images and messages on the agent for the marketing of petroleum and its products. MIC will improve the company's ability to market oil products to get in touch with the right customers through the right message at the right time and right place.

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