



Marketing communication and its role in improving the mental image of the enterprise -An original vision for proposing a marketing plan for the corporate image

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Received:29/01/2024

Accepted :24/02/2024

Abstract

There are many services and means of marketing communication in our world today that aim to put the commodity in the hands of the consumer and maintain it with ease and ease.recently, there have been many means of marketing communication of various kinds, including advertising, personal Sale, sales activation, advertising, publishing, direct marketing, public relations and other various means of marketing communication, so the institution tries to use them of various kinds to maintain the customer. And because of the importance of the latter for the institution, many of them sought to maintain the acquired customer and attract the prospective customer, because in turn it is considered a fundamental source of the institution's profitability, but rather a crucial and important factor in the continuity and permanence of its survival in the field of the profitable market, and therefore it became to resort to marketing communication as a basic principle, the institution became obliged to adopt it according to its systematic and future plans, on which the profit return (material) is based; marketing communication is of great importance within the institution, as it is the pillar that enables the institution to introduce itself and its products, in addition to being the only tool by which the institution can influence the behavior of consumers in the direction of their products or services in order to achieve a niche Marketing communication is the main means of achieving

the goals of the organization, regardless of its field and specialization. As required by the basics of the time.

Keyword: Marketing communication, the mental image, the enterprise, An original vision, marketing plan.

1. INTRODUCTION

Marketing communication stands as a pivotal pillar upon which the marketing strategies of any organization, regardless of its type, are built. The significance of marketing communication lies in its ability to present and deliver products to customers. Marketing performs a myriad of indispensable services under any economic system, through marketing activities that save time and effort necessary to acquire goods and services. Moreover, marketing strives to introduce new products, develop existing and old products, and serves as a source of information for both the organization (market study and marketing research) and the consumer (communication mix). Marketing communication acts as a conduit between the organization and society, predicated on predicting individual desires, needs, interests, and undertaking necessary activities to satisfy them. On the other hand, it contributes to facing competition and alleviating its intensity by achieving competitive advantages that allow the organization to surpass its competitors. The effectiveness of marketing activities ensures the organization's survival and growth.

In its modern and comprehensive concept, marketing communication represents a new thought proposing to meet customers' needs from all aspects of the organization, from trade to research and development, aiming to achieve a high level of satisfaction. Marketing communication serves as a consultation and advisory center for the decisions of other organizational functions, making marketing a function in service of the strategic objectives of the organization (Chehata, 2000, p. 16).

- Marketing communication contributes to creating the formative benefit of produced goods by informing the production or design management about their desires and opinions regarding the required goods, whether in terms of shape, quality, usage, or even packaging methods.

- It generates numerous employment opportunities, as the presence of marketing activity within an organization necessitates the hiring of labor in various fields, not limited to those specifically involved in marketing activities (salespeople, advertising, publicity, etc.). (Abuqahaf, 2006, p. 19)

The importance of marketing communication can be illustrated by several factors: the large number of jobs imposed by the volume of transactions, the number of individuals working in marketing, the professional job opportunities provided by marketing, the cost of conducting marketing activities, the relationship between marketing and living standards, the significant opportunities available in foreign markets, and the growing interest in marketing.

Firstly, the volume of goods traded: The significant increase in the volume of goods traded through marketing facilities, and by examining the numbers and value of goods traded in wholesale and retail establishments, allows us to construct the distribution structure within society.

Secondly, individuals working in marketing activities: It's important to consider the number of individuals working in distribution facilities, adding to them the sales force working for producers, and those involved in transportation, storage, communication, financial establishments, marketing research, and advertising agencies, leading to the conclusion that a quarter of all workers from any location are engaged in marketing activities.

Thirdly, available job opportunities: Related to the number of individuals involved in marketing activities, the subject of available job opportunities in the environment of currency trade, retail, sales, advertising, marketing research, purchasing, and others, exists. There's a relationship between the imposed job opportunities and living standards, as they provide significant returns for those working in these fields.

Fourthly, opportunities in foreign markets: The clear increase in international investments and international joint ventures has led to viewing the world as a single market for goods produced in various countries. The progress made in many

countries post-World War II has created a new purchasing power and increased the demand for goods and services (AbdelFattah, 1983, p. 20.21) . Marketing professionals typically prepare marketing programs corresponding to the needs of foreign markets. If any producer cannot face the competition from other projects in other countries, it will not be able to withstand them within its markets. If these goods manage to reach its foreign markets, it provides sufficient reasons for undertaking external marketing . (AbdelFattah, 1983, p. 21)

1. Characteristics of Marketing

Marketing is characterized by certain attributes, among which are:

- It is an evolving and renewing process. This characteristic of change and development in the marketing process arises to meet the changing and evolving conditions in the markets and to improve and develop the forms, types, and necessary presence of goods and services, or due to the need to comply with state laws and regulations.
- Another characteristic of marketing is the competitive nature of distribution systems, where continuously renewed and improved methods are used to present and promote specific types of goods and services, highlighting their superiority over other alternative goods and services. Due to the price impact on the buyer's decision to acquire another type, sellers resort to increasing inventory turnover and reducing profit margins to boost sales and face competition. Moreover, the ownership turnover rate in marketing institutions is high and requires specialized skills and capabilities for marketing practice.
- A distinctive feature of marketing is also its focus on people or individuals in performing its functions, embodying the principle that business life is about the people within it. Goods and services must meet the needs and desires of people, bought and sold by people, and marketed in ways that are understood and accepted by people . (chaaban, 2009, p. 115)

However, despite the importance of people in the marketing process, it is not automatically governed by ethical standards. What people want from goods and services, or think they want, is supplied through marketing means that may be perceived as good or bad by the buyer, who personally controls it according to their values, orientations, and the state systems representing people's interests. (chaaban, 2009, p. 116).

- An important characteristic of marketing is the dominance of small-sized marketing institutions. Most marketing institutions, especially among retailers and wholesalers, employ only a few workers, and even in developed countries, the number of employees in each does not exceed five, most of whom are owners or proprietors. However, in terms of sales volume in monetary terms, it seems more concentrated in larger institutions. For example, in the United States, a small number of institutions, about 3%, are responsible for a high percentage of sales, about 30%. (Abd-elRahman, 2012, p. 218)

2. Functions of Marketing

Marketing performs several functions, which can be listed as follows:

- Determining marketing policies and programs for various organizational departments.
- Setting general and specific objectives for different sections within the marketing department and other departments.
- Designing and implementing various field experiments, in addition to observing and analyzing behavioral patterns of consumer samples in targeted markets.
- Designing and executing all products or studies related to consumers, competitors, or general market conditions.
- Collecting, analyzing, and interpreting data gathered to address marketing problems faced by certain departments or sections within the organization.
- Conducting market selections for new goods.

- Modifying existing products and discontinuing those no longer essential or acceptable from the consumer's perspective.
- Defining all policies related to brand naming, guarantees, and services to be provided with sold products, in addition to determining the sizes, colors, and shapes of packaging for the product mix.
- Analyzing competitors' prices and determining and developing suitable methods and policies for change, aligning with the organization's goals and consumer expectations and capabilities.
- Analyzing various distribution channels and choosing the most suitable for the organization's nature of work or the nature of products it offers.
- Developing and implementing the best procedures for contracting, transporting, and storing placed products and their oversight.
- Measuring the effectiveness of advertising . (Hanna, 2001, pp. 83 ,84)
- Determining the objectives of marketing communication and its possible tools, adding to that the selection of times, content, and form of communication campaigns directed at the targeted consumer in the markets.
- Searching for qualified salespeople and working on selecting and designing various suitable incentive programs for them.
- Determining the types and content of various sales promotion means such as contests, exhibitions, seminars, and free samples.
- Marketing functions can also be viewed from another angle: marketing is the analysis, planning, execution, and monitoring of programs prepared to achieve voluntary exchange of valuable and beneficial items in targeted markets, and offering based on the needs and desires in the targeted market using effective methods of pricing, communication, and distribution. Thus, marketing is both an administrative function and a social process or activity, leading to the conclusion that:
 - Marketing is an exchange function: a voluntary exchange between two parties (marketer/consumer).

- Marketing is an integration function: on two levels, integration among marketing activities (distribution, promotion, pricing, product) and integration between marketing activities and other organizational activities (production, finance, storage, human resource management) through their support and guidance.

- Marketing is a continuous function: contrary to the past where marketing activities ceased after product delivery and monetary exchange, marketing activities now begin before production and continue after production and even after consumption. Efforts are made to persuade the consumer to purchase the product using suitable attraction methods, and the marketing function does not stop at this point but continues after consumption to understand feedback on the set goals and means. (El-Sayed, 1999, pp. 23,24)

- Marketing is a utility-creating function: marketing plays a significant role in satisfying human needs and desires, providing three utilities:

- Place utility: transferring products from a place of surplus to another.

- Time utility: retaining products until needed.

- Possession utility: transferring ownership from the producer and resources to the distributor or consumer.

- Marketing is a welfare-creating function: interest in consumer protection from exploitation increased during the 1970s, along with awareness of the importance of preserving society, focusing on consumer and societal welfare in the long term. (El-Sayed, 1999, p. 24)

- Other marketing functions include:

a. Gathering marketing information, which encompasses identifying and analyzing marketing opportunities, designing and conducting survey studies, gathering information about competitors, and providing necessary information for decision-makers; commodity planning, which includes packaging, warranties, selecting trade stocks and brands, product management, and phasing out obsolete goods.

b. Preliminary pricing, including discounts and determining the final price,

undercutting competitors' prices, and setting credit terms.

c. Bearing risk, meaning that the marketer takes on the responsibility and inherent risks in marketing activity, transferring them to others, then monitoring and controlling them. (ElAssi, 2006, p. 27)

3. Marketing Objectives and Its Role in the Organization:

Marketing aims to achieve certain objectives, including:

- Maximizing the organization's market share.
- Achieving a specific amount of profit generated from the sales process, as the marketer is considered an engineer whose primary task is to generate gains and profits from sales.
- Predicting the desires and needs of society's members and undertaking the necessary inquiries to fulfill and satisfy these needs, whether related to a specific good or service.
- Satisfying the needs and desires of consumers.
- Maintaining and developing the competitive position of the organization.
- Achieving a high level of consumer or customer satisfaction.
- Attaining competitive advantages that distinguish the company from its competitors in the market (benzrara & belkhiri, 2023, pp. 56,65)

Having addressed marketing objectives, we now analyze the role of marketing in the enterprise, starting by focusing on three fundamental elements upon which the marketing concept is based:

1. The enterprise's philosophy should reflect a focus on the consumer.
 2. Coordination among the enterprise's employees is essential for successfully satisfying consumer needs.
 3. The enterprise earns profit by successfully satisfying consumer needs.
- If the enterprise considers the modern marketing concept, its activities should be based on the following foundations:

1. Setting objectives.
2. Studying available capabilities and potentials (identifying strengths and weaknesses).
3. Analyzing the market and defining its scope.
4. Understanding the competitive conditions surrounding it.
5. Attempting to endow the company with a distinct personality.
6. Implementing the plan. (benzrara & belkhiri, 2023)
7. Evaluating the enterprise's strategies after their execution . (benzrara & belkhiri, 2023)

4. Concept of the Marketing Process

The marketing process is an endeavor to understand the market and the needs and desires of buyers through marketing research of buyers and the market, as well as through the management of marketing information and data about buyers in the market. The marketing process extends to designing a marketing strategy fundamentally based on customer needs, through the selection of the targeted buyer by the organization, achieved through segmentation and targeting, and then offering the product with a strong competitive advantage that aids in differentiation and positioning the product distinctively in the buyers' minds. Subsequently, the marketing process encompasses marketing programs, which include product development and design, brand building, and devising a suitable pricing strategy that fits the customer's needs. It will also cover distribution programs and how to manage the product demand and supply channels for raw materials and waste, and finally, publicity and conveying the product's distinctive value to the buyers' minds in the market. The last step in the marketing process is building profitable relationships with customers, managing these relationships, and continually evaluating them. (benzrara & belkhiri, 2023)

2. Fundamental Elements of the Marketing Process

The basic elements of the marketing process are:

1. Needs: Needs represent the core concept of the marketing process. Humans have various needs they seek to fulfill, which can be material (e.g., hunger, thirst) or social (e.g., belonging, esteem).

2. Wants: Wants are the means by which humans satisfy their needs. The emergence of a need like hunger is followed by the desire to eat food, and these desires are significantly influenced by individuals' culture and personality. A hungry person in rural areas might be satisfied with a small piece of cheese, unlike those in urban areas.

3. Demand: Effective demand for goods or services is determined by an individual's desire to buy, purchasing power, and readiness to spend. The demand specific to enterprises is confined within geographical boundaries (local or national market) and within a certain time period.

4. Products: As long as there are human needs and wants, a desire to purchase, purchasing power, and readiness to spend, there must be products available to satisfy these needs and wants. A product is what individuals seek to fulfill a specific desire, providing benefits.

5. Exchange: Exchange is the essence of the marketing process, carried out by enterprises for goods, ideas, or services that satisfy individuals' needs and wants in return for something of value, such as money, another good, or another service. (El-Din & bouakla, 2002, pp. 32,36)

For the exchange process to occur, the following conditions must be met:

- The necessary conditions for completing the exchange process must be available.

6. Transactions:

Transactions are considered the basic unit of exchange. When two parties agree on an exchange, a transaction is made. Therefore, the focus of transactions is on the value obtained by both parties, which includes several dimensions, such as the time and place of agreement, and the compensation received by the other party. There are two main types of transactions:

a. Financial Transactions:

These involve individuals paying a monetary unit in exchange for goods or services.

b. Non-Financial Transactions:

An individual marketing an idea receives endorsement, public or private associations gain individual participation in their establishment, and lecturers achieve audience comprehension as presented.

7. Markets according to modern marketing concept:

A market is a place where the demand and supply sides (seller and buyer) for specific products or a comprehensive range of products meet, having the desire, ability, and readiness to make an exchange decision. There are several bases on which markets can be classified, including:

- Based on goods and services: such as the fruit market, car market.
- Based on demographic (population) factors: youth market, women's market, children's market (El-Din & bouakla, 2002, pp. 32,37)
- Based on geographic coverage: local market, national market, international market.
- Based on economic situation: such as the free competition market, monopolistic market.

5. The Marketing Mix

The marketing mix is defined as "the set of tools available to an organization that it uses to achieve its goals in its target markets." These tools, identified and compiled by the researcher McCarthy into four elements or groups known as the "4Ps," are Product, Price, Place (Distribution), and Promotion. (ElAssi, 2006, p. 46).

a. Product

A product is defined as "an item or a set of tangible or intangible items that are offered in markets, possessing characteristics that satisfy an unsatisfied need of an individual or a group of individuals. A product may be a good, an idea, a service, or even a particular organization." (Abuqahaf, 2006, p. 390)

Kotler suggests that a product should be viewed as consisting of three fundamental components: the core product, the tangible product, and the augmented product. The core product (Product Care) encompasses the intangible benefits that the consumer believes they receive from the exchange processes they engage in. The tangible product comprises the features and tangible dimensions that facilitate the exchange process for the core product. The augmented product includes a set of services and psychological aspects that enhance the total value received by the consumer for the price paid, including brand reputation, warranty duration and terms, salespeople's friendliness and assistance, and product installation and maintenance . (benzrara & belkhiri, 2023)

Today, most offerings present a mix of products rather than a single product, especially in medium to large-sized companies. When looking at the range of products a company offers, two important terms are used: product line and product mix. The product line is a collection of related products offered by a company, while the product mix is all the products offered by a single company. The company's general objectives and strategies must guide and inform decisions related to the coordination in its product mix. A company with a coordinated product mix might be better positioned to introduce a new product to the market, as consumers perceive the company's ability to satisfy them with this new product based on the successful offerings it currently provides in the market. Conversely, a product mix characterized by a lack of coordination helps the company distribute risks across various products or different industries and markets . (benzrara & belkhiri, 2023)

b. Price

Pricing occupies a fundamental position within an organization's concerns, as it is the sole revenue-generating element among the marketing mix elements. Price can be defined as "the number of monetary units set by the producer or seller that the customer pays in exchange for a product, at a specific time, place, and quality." (el-chenawany, 2004, p. 328)

Pricing products is a complex process, and marketing management faces many challenges when making pricing decisions. Pricing is the art of translating the product's value at a certain time into a monetary value, covering all marketing services since the consumer benefits from advertising, personal selling services, distribution processes, and the price covers the cost of these services as well as the profit expected by the producer and distributor. Pricing policies derive their importance from the significance of price in the marketing mix, with many organizations considering the price variable as the second most important tool after the product. Pricing objectives must align with the organization's overall goals and marketing activity objectives, being realistic in terms of their compatibility with the consumer makeup in the target market and the product being priced. Generally, pricing policies aim to achieve the following objectives:

- Maximizing profit or achieving a sufficient return rate, covering the notion that the company seeks to obtain the maximum profit possible. Marketing decisions are made in an environment characterized by a high degree of uncertainty, thus various approaches are used in setting the price. Many companies consider total cost as the primary determinant of price, making the use of the cutting-edge approach in price determination more challenging when the company deals with multiple products, which is common. Even if companies use the profit maximization concept as a pricing objective, it does not mean they should set high prices for their products. Instead, they may rely on selling large, profitable quantities to compensate for a small profit margin per unit sold.

- Market penetration or gaining a market share. (benzrara & belkhiri, 2023)

- Promoting product assortments by relying on low prices to attract consumers.

Institutions base their product pricing on the "quality/price" relationship, with several variables and indicators influencing price determination. Six stages can be distinguished in the pricing process:

1. Setting objectives.
2. Studying demand.
3. Measuring cost.
4. Analyzing competition.
5. Choosing a pricing method.
6. Final selection (setting the price).

Price can be determined based on several foundations, which can be outlined as follows:

1. Based on cost: where total product costs are determined, and a certain profit margin is added to obtain the selling price. This is one of the simplest and most commonly used methods: $\text{Selling Price} = \text{Cost} + \text{Profit Margin}$.

2. Based on demand: this method relies on economic understanding, particularly price elasticity, to determine the price. The price is directly proportional to the level of demand for the product, and thus the product's price is determined through the law of price elasticity.

3. Based on Competition: The organization bases the pricing of its products on the prices of competing products. Generally, three approaches can be distinguished:

- Setting a price close to the market-accepted prices (average prices).
- Setting a price higher than the market-accepted prices (in the case of leading institutions or premium brands).
- Setting a price lower than the market-accepted prices (this method is used to undercut competitors' prices, especially by retailers and distributors).

There are several methods for pricing, not all of which can be mentioned here, including direct cost-based pricing, the return on investment (ROI) ratio, breakeven pricing, psychological pricing, among others . (belkhiri, 2017, p. 118)

c. Place (Distribution)

Distribution can be defined as "a specialized activity in delivering goods and services from the producer to the consumer, aiming to make these goods and services

regularly and easily available for all current and potential consumers." (elMasri, sd, p. 151).

Discussing distribution necessitates addressing distribution channels, which are "the set of establishments or individuals that assist and contribute to the flow of goods and services and ensure their transfer from the producer to the final consumer." (Kotler & Marceau, 2004, pp. 540,543)

Therefore, a distribution channel represents the path a product takes as it flows from the producer to the consumer or a group of institutions connected to exploit joint commercial opportunities in the market in service of their interests. The following table illustrates various types and channels of distribution: Distribution ensures that the product is available at the right place and time for the consumer, thus creating time and place utility and paving the way for ownership utility. Marketers can choose from many alternatives regarding transporting products to consumers, including decisions related to the quantity of inventory to be held, how to transport the goods, and determining suitable locations for warehouses. (ElAssi, 2006, pp. 37,38).

- A marketing strategist can choose between different methods for distributing the product in various sales regions. They must select the geographic areas where they will distribute their products and those they will not. They must decide whether it is better to distribute directly to retail stores or to work through wholesalers first and then retail. If the latter route is chosen, they must decide which type of wholesalers to use, how many, and how to effectively engage with those establishments. What level of control should be imposed on the chosen distributors? These and many other decisions are made by the marketing manager when selecting a distribution path. (AbdelFattah, 1983, p. 298).

d. Promotion: Promotion is one of the most visible elements of the marketing mix to consumers. The term 'promotion' broadly describes various types of sales communications, including advertising, personal selling, sales promotion, publicity,

and publishing. These activities form what is called the promotional mix, through which consumers become aware of the product's availability in the market, its characteristics, and features. In short, the goal of promotion is to inform and persuade consumers about the availability of a product and convince them to purchase it. Publicity and publishing are elements of the promotional mix and also represent public relations activities. Public relations consist of activities aimed at creating a favorable image or positive sentiment towards the organization. Personal selling and intermediaries' incentives, such as display methods, exhibitions, and visual aids, are used. The marketing department uses a combination of these four tools or means to convey its messages to the target market, known as the promotional mix. The promotional mix is tailored to match the needs and desires of the targeted marketing segment by the company and is influenced by the company's available resources. It is not necessarily required to use all four elements of the available promotional mix. A company marketing goods or services to the business market might use a promotional mix primarily focused on personal selling, while an organization aiming for profit might shy away from using advertising and personal selling due to cost considerations, possibly relying on publishing as the basis of its promotional mix. Conversely, some organizations may use a balanced mix of all four elements in their promotional efforts towards their market segment. (El-Sahn, 2003, pp. 28,34)

- Marketing managers may decide to use various promotional tools in different quantities and combinations. A marketer might rely on advertising as the primary method of communication with consumers or use advertising to support other forms of communication. When choosing an advertising method, they might choose radio, television, newspapers, or magazines. Another marketing professional might prefer to rely on the efforts of salespeople distributed across various markets and regions. Often, the marketing manager has the opportunity to choose between advertising and personal selling or to combine them when planning a marketing strategy. (El-Sahn, 2003, p. 29).

6. The Marketing System

A system can be defined as a set of components that interact with each other in such a way that each component performs its functions depending on the others. The collaborative efforts of these components lead to a total output greater than the sum of what each component would achieve independently. The marketing activity can be viewed as a system composed of various components, including the products marketed by the company, pricing structures, distribution outlets, promotional activities, and other marketing decisions. For instance, when advertising products, it should be coordinated and integrated with other promotional activities like personal selling, sales promotion, etc. (benzrara & belkhiri, 2023)

The marketing system can be seen as all the organizations, forces, and variables that connect the organization to its markets. The marketing system consists of two main parties: the organization and the target markets it serves. The relationship between the organization and its markets is realized through: (El-Sahn, 2003, p. 28)

- The organization marketing its products (goods, services, ideas, etc.) to its target markets in exchange for a return or benefit (revenue from sales, endorsement, participation).

- The organization attempting to influence the target market by providing information about the organization, its products, and the benefits consumers will receive from using the product through personal selling and various communication means. In return, the company receives information from the market about its characteristics, needs, preferences, tastes, and subsequently, feedback on consumer satisfaction with the organization's products and practices.

Three levels representing the elements of the marketing system in scientific reality can be distinguished: the organization's main marketing system, the organization's publics, and the marketing environment. (El-Sahn, 2003, p. 28)

a. The Organization's Main Marketing System:

This includes all organizations that collaborate with the organization to supply the market with the required products, as well as organizations competing with the organization for consumer preferences. This system consists of:

1. Intermediaries: All establishments facilitating the availability of products in the market, typically performing many services, including storage, distribution, transportation, bearing risks, marketing research, communications, etc. Examples of marketing intermediaries include wholesalers, retailers, agents, whose task is to dispose of the goods, and marketing intermediaries contributing to marketing functions like transport and storage companies, advertising agencies, and research agencies. (el-Haj, 1997, p. 25)

2. Competitors: The significance of competition in the marketing system arises from the influential role competitors have on any organization's management. The marketing decisions taken by the organization are influenced by the competitors' actions and their relative position in the market.

Any organization faces intense competition in the markets, and the scope of competition has expanded to include several types, such as:

- Direct competition: Between similar products satisfying the same need.
- Overall competition: Among different products satisfying the same need.
- Organizational competition: Relates to competition among different organizations selling competing goods or services, vying for market expansion, innovation capability, market share increase, etc.

b. The Organization's Publics: There are two groups of publics the organization deals with and impacts its policies, strategies, and activities. Examples of these publics include the media, tax authorities, public opinion, government bodies, etc. The publics can be divided into three main types based on their influence on the organization:

a. Publics interested in the organization and vice versa, due to shared interests, such

as banks, investment companies, current and prospective shareholders.

b. Publics the organization is interested in, and may or may not be interested in the organization, such as media outlets like newspapers and magazines, where the organization's management aims to highlight its activities to obtain a favorable public image, but these media outlets may not necessarily be interested in publishing news about the organization . (el-Haj, 1997, pp. 26,27)

c. Publics interested in the organization but not welcomed by the organization, such as consumers boycotting the organization's products and consumer protection associations performing their supervisory role on the organization's practices.

c. The Marketing Environment:

Business organizations operate and plan within a framework of forces and variables called the system environment, divided into:

a. External Environment: Consists of a set of external factors and variables generally beyond the control of management.

b. Internal Environment of the Organization: Consists of variables within the organization that can generally be controlled by the organization's management.

The ability to make decisions is measured by management's skill in:

1. Adapting to external variables.

2. Predicting the direction and strength of these variables in the future.

3. Efficiently managing the controllable internal environmental variables to ensure adaptation to external environmental variables.

The uncontrollable external environmental variables that must be recognized before making decisions include market demand, political and economic factors, laws and regulations, social and cultural factors, competition, and technological factors . (el-Haj, 1997, p. 28)

7. Marketing Communication Strategies

Through communication strategies, the organization aims to achieve its outlined objectives, requiring coordination among various available elements to ensure greater

effectiveness. Generally, four strategies can be distinguished:

1. **Push Strategy:** This strategy aims to push the product through the used distribution channels until it reaches the final consumer. Personal selling is the key element in the promotional mix in this case, and some advertising and sales promotion activities directed at distributors and intermediaries may be used . (Ali, 2000, p. 290)

2. **Pull Strategy:** This strategy is based on creating and stimulating demand among consumers, which will attract distributors towards the product and its display. This strategy relies heavily on advertising in a way that makes the consumer choose and prefer the product and the brand or, more generally, the organization and all its products. Sales promotion can also be adopted through this strategy . (Kotler & Marceau, 2004, pp. 547,548)

3. Intensive Selling Strategy

This strategy is based on the idea of continuously and persistently repeating the communication message over a long period, utilizing all available media channels. This means applying pressure on the consumer and surrounding them everywhere with this message. The salesperson plays a key role in embodying this strategy by employing all their efforts to convince the consumer to purchase the product being marketed.

4. Soft Selling Strategy

This strategy is based on convincing the consumer of the necessity to purchase the product, where the communication message in this case does not directly urge the consumer to buy but focuses on the product's features and the benefits the consumer may gain from using the product. This strategy relies on an implicit approach in preparing the persuasive communication message, unlike the previous strategy, which uses an explicit approach.

It is important to note from the four mentioned strategies that distribution in general, and intermediaries in particular, represent a significant element in the communication process . (El-Sayed, advertising, 2002, pp. 40,41).

- After reviewing the fundamental principles of the marketing strategy and the main communication strategies adopted, it is time for the actual preparation of this strategy.
- Strategy formulation begins with the customer (selecting the market segment and ends with the customer) by targeting this segment.
- The second phase involves setting and precisely defining objectives. (Kotler & Marceau, 2004, p. 605)
- Subsequently, the crafting of the message, which must be clear and aligned with the outlined objectives, takes place.
- Following this, the selection of media channels for broadcasting and disseminating the message is undertaken, ensuring their harmony and suitability for the targeted segment, along with the provision of necessary financial resources.
- Thereafter, the choice of appropriate marketing communication mix elements that align with the market segment and the adopted strategy is made.
- After all these steps, the role of monitoring and measurement processes commences. Thus, we have opened the field for the application of what is known as Integrated Marketing Communication . (Kotler & Marceau, 2004, p. 605)

8. Marketing Communication Models:

Various communication models have been proposed and evolved, starting with the first model developed by researchers Claude, Warren, Weaver, Shannon:

1. The Traditional Model: Among the simplest proposed models, (al-Alaq & rabaiya, 2002, pp. 19,20) it is possible to identify various components of this model, which include:

- The Receiver: Who receives the message, generally represented by the targeted segment. Marketers aim to achieve the marketing objectives of the organization by understanding the needs and desires of this segment and directing all marketing efforts towards fulfilling them.

- The Objectives: The success of marketing communication is linked to precisely defining objectives by answering the questions: What will the message say? What are

the promises of the organization? With the aim of attracting the consumer and gaining their trust and loyalty by affirming the organization's interest in them and fulfilling their needs and desires. (al-Alaq & rabaiya, 2002)

- Communication Channels: Or communication outlets, which may be media channels (radio, television, newspapers, and magazines) or face-to-face interactions (sales personnel) or publicity that spreads like news among consumers. All elements of the marketing mix connect with consumers in one way or another, and often an organization adopts more than one communication outlet simultaneously, with the goal of enhancing the communication process. It is worth noting that the receiver's reaction to the message is influenced by the medium carrying the message, as the impact of the message on the consumer may be diminished if delivered through an undesired medium.

- The Sender: The source or origin of marketing communication, which may be represented by the organization/brand/product, and could be the intermediary selling this product.

- Feedback: Or "Feed Back", among the challenges faced by marketing management is the issue of evaluating the results of the communication process as feedback may arrive late, making the analysis of results a difficult task.

- Noise: Consists of all unplanned factors by the sender that may affect the correct understanding of the message by the receiver.

9. The Symbolic Communication Model:

This model is based on the principle that the consumer is more significantly influenced when it comes to symbols carrying ideas and meanings, leading to the consideration of encoding the message before sending it. Therefore, for communication to be effective, this model must adhere to a set of conditions, the most important of which are:

- The sender having sufficient information.
- Precision in encoding the message.

- The ability for rapid transmission, and the adequacy of signals and signs.
- The interpretation of the message in a manner consistent with the objective of the symbolic preparation process . (al-Alaq & rabaiya, 2002, pp. 21,23)

Secondly, the Persuasive Communication Model:

As indicated by the name, this model is primarily used in the realm of persuasion, especially in advertising operations. It stands as one of the most significant and recent marketing communication models, defined as "the communication that occurs when an advertiser intentionally directs an advertising message to influence the attitudes and behaviors of a specific and targeted group of consumers. (al-Alaq & rabaiya, 2002, pp. 21,23).

This model, unlike others, is based on adding two new elements:

First, the element of influence or persuasion, as this model does not merely focus on delivering the message to the recipient but aims to persuade them through influence and appeal. Secondly, the element of control and monitoring of all aspects related to the advertising message and its effectiveness. It is evident that this model comprises a set of integrated and interactive components, arranged in order of priority as follows:

1. Gathering and analyzing necessary information, including processed data related to the following variables:

- Environmental variables, consumers, communication channels, marketing variables.

2. Defining the objectives of the persuasive communication process. (al-Alaq & rabaiya, 2002, pp. 21,23)

- Determining the persuasive communication mix, including targeted groups, persuasive communication channels and means, and the message (content and form).

3. Measuring the results and comparing actual outputs with targeted levels.

4. Feedback, highlighting the differences between actual and targeted results.

5. Studying new phenomena and variables resulting from reactions.

6. Correcting and rationalizing decisions and implementing corrective actions on new

communication inputs.

Persuasive communication aims to influence the behavior and attitude of the targeted group. Hence, the communication message must be capable of persuasion, requiring certain conditions, including:

- The communication message should be designed and processed in a way that ensures it captures the attention of the targeted group.
- The message should use a type of symbols, words, and images that have a shared meaning between the sender and the recipient.
- The message should appeal to the human needs of the recipients, with the possibility of satisfying these needs, of course, and most importantly, the methods of satisfying these needs should align with social and ethical values.
- The message must be designed creatively and originally.

Thirdly, Consumer Decision Models:

The effectiveness of marketing communication is fundamentally linked to the precise identification of the targeted group (the recipient) in terms of characteristics and needs. Therefore, it is essential to understand the various stages that consumer decisions go through to formulate and define a communication strategy that aligns with each stage. Hence, several models based on consumer decisions have emerged, the most important of which are outlined below:

A. The A.I.D.A Model: This model is named after the initials of the four stages that the consumer decision-making process undergoes, which are as follows: (Kotler & Marceau, 2004, p. 607)

1. Attention phase.
2. Interest creation phase.
3. Desire emergence phase.
4. Action and decision-making phase.

Based on these stages, the marketing management formulates and defines communication objectives based on individual responses, which may be cognitive,

affective, or behavioral. Thus, the marketing communication objectives are as follows:

- In the cognitive or perceptual stage, the communication objective is informational.
- In the affective or emotional stage, the communication objective is persuasive.
- In the behavioral or decision-making stage, the communication objective is reminding.

According to Vaughn, consumer behavior generally follows the order:

- First order: 1. Knowledge, 2. Influence, 3. Behavior: In cases where there is a strong link between the consumer and the purchase decision of the product and the consumer perceives no significant differences between other products.
- Second order: 1. Behavior, 2. Influence, 3. Knowledge: In cases where there is a strong link between the consumer and the purchase decision with no significant difference between products.
- Third order: 1. Knowledge, 2. Behavior, 3. Influence: In cases where there is a weak link between the consumer and the purchase decision and no differences between products. (benzrara & belkhiri, 2023)

B. The Hierarchy of Effects Model:

This model, introduced by researchers Steiner and Lavidge in 1961, is distinguished from its predecessors by providing more detailed stages (El-Sayed, principles of marketing , 1999, p. 18) that an individual goes through, according to this model, six fundamental stages can be identified:

1. Individual awareness of product existence.
2. Product knowledge acquisition phase.
3. Individual attraction towards the product.
4. Individual preference and selection of the product.
5. Individual persuasion and acceptance of the product.
6. Action and decision-making phase to purchase the product.

This detailed breakdown of stages contributes to obtaining more detailed feedback,

which undoubtedly aids marketing management in more successfully monitoring and evaluating marketing communication activities. (El-Sayed, principles of marketing , 1999, pp. 12,13)

C. The New Product Adoption Model:

This model, proposed by researcher Rogers in 1983, is based on the premise that the acceptance or adoption of new products does not occur at the same level or timing among all individuals. Some accept them as soon as they are introduced to the market and influence others, while some reject the idea of new products.

This model categorizes consumers into five groups distributed over time in a normal distribution curve, as follows:

1. Innovators: The first to buy new products, always eager to try new ideas, and willing to take high risks.
2. Early Adopters: Often considered opinion leaders, young and constantly active.
3. Early Majority: Individuals who avoid risks, wait for the previous group, and observe their experience with these products. (Kotler & Marceau, 2004, p. 411)
4. Late Majority: Those who prefer to continue dealing with old things and are highly skeptical and doubtful about all individuals and new products.

Compared to the aforementioned models, this model stipulates that the stages an individual goes through are as follows:

1. Awareness phase.
2. Interest phase.
3. Evaluation phase.
4. Trial phase.
5. Adoption phase. (Kotler & Marceau, 2004, p. 412)

Mental image

1. Definition of a mental image

There are many definitions and studies of the definition of a mental image, but we will point out some concepts related to the subject of research . The Webster's

Dictionary defines a mental image Image as the mental presentation of anything that cannot be presented directly to the senses, or it is a simulation of a sensory experience associated with certain emotions towards a certain personality, some system, some philosophy or something else, and it is also a retrieval of what memory has stored or an imagination of what the senses of vision, smell, hearing, touch or taste have perceived . (Saleh, 2007, p. 22)

Others argue that a mental image is a relative psychological cognitive process with cultural origins that is based on the direct and indirect selective perception by individuals of the characteristics and attributes of a subject (company , Enterprise , individual, group , Society , system ...) And the formation of emotional tendencies towards it (negative or positive) and the resulting behavioral orientations (phenomenon – internal) within the framework of a particular society, and these perceptions, trends and orientations may take a fixed or unstable form, accurate or inaccurate .

A mental image is the final product of subjective impressions formed in the minds of individuals about a particular individual or system ... These impressions may be formed through direct and indirect experiences and these experiences are related to the emotions of individuals, their attitudes and beliefs, regardless of the correctness of the information contained in the summary of these experiences, in the end, they represent a sincere motivation for their owners to look at what is around them and understand it on its basis . (hijab, 2007, p. 162).

2.Characteristics of the mental image

There are many features and characteristics that characterize the mental image, namely:

Perhaps the main reason for this is that the image does not express the total reality, but most of the time it expresses the partial of the total reality, especially that individuals usually resort to forming a comprehensive idea about others through the little information they get because of the inability to collect complete information.

Stability and resistance to change the image tends to stability and resistance to change, and there are many factors that determine and affect the amount and how the possible change in the mental image, and some of these changes relate to the image itself and others related to the messages received through it .

Due to this, individuals automatically assume that each member of the group the subject of the image applies to the image of the group as a whole, despite the existence of individual differences and differences

The mental image of individuals as impressions and trends of individuals on topics, issues and people can predict behaviors that may be issued by the public in the future. the mental image of individuals as impressions and trends of individuals on topics, issues and people can predict behaviors that may be issued by the public in the future.

The mental image is characterized by its planning of the boundaries of time and space .an individual who does not stand in his formation of the mental image at certain boundaries, but crosses them to form images of his country and then the world in which he lives. at the time level, a person forms mental images of the past, present and future. thus, it becomes clear that a person forms mental images of different times and places according to his knowledge, perceptions and observations, in addition to his ability to imagine and conclude. (Saleh, 2007, p. 25).

3. Types of mental image :

When developing a plan or program to study the mental image of the institution, it must identify the actual reality of the mental image and its reflections, and therefore it is necessary to identify the different types of mental image :

The image of women: it is meant to reflect the image in the minds of the audience of the institution itself, especially its leaders, and it is the beginning of the impression that the external audience makes about the institution later, and it should be taken into account when conducting research of the mental image or public opinion and the presence of differences and conflicts in the process of perception and awareness of

the mental image.

The current picture reflects the way the external audience perceives the institution and the current picture depends on the experience and experience and the extent of the flow of information to the public and the poverty or emptiness of that information and the ability to achieve understanding, the correct mental image is the product of the correct impression.

It is defined as the desired image that the institution aims to achieve, and usually this image is related to a new topic that the external public has not received full information about .

The mental image of the institution

1. Components of the corporate image:

The institutional image is the result of the overlap of several material and moral elements that merge into each other to present to the public the reality and reality of the institution, so this image consists of the following elements:

Material elements are all that is realistic, tangible and clear and is sought through :

* **The name of the institution:** it is an important component of the image of the institution, so the name should be easy to understand and pronounce and can be easily remembered. the name of the institution reflects its personality and products. the name of the institution leaves a certain impression on individuals, whether positive or negative, depending on the nature of the image that the individual carries about the institution. thus, it offers a certain position in the sector in which the institution operates.

* **Science:** institutions in developed countries develop a special information about the institution, as it is considered a key feature that separates institutions from each other.

* **Logo and symbol:** the logo is a short, easy-to-remember phrase that expresses a prevailing idea, goal or a certain point of view, and usually aims to convince so that it influenced public opinion without competition and is used in a particular symbol alone, as a result of socio-economic and political changes, it expresses and highlights

the resistance of the logo that is successful in attracting attention and arousing interest in a smile and a certain prominent reputation is seen as the most impressionable effect possible once the logo is heard or observed. the success of the logo is linked to the embodiment of basic trends, hopes and some independent values among members of the public.

* **Moral elements:** several other images are embodied, such as the social image, the physical image of the stock exchange, banks, the image of officials, as well as the reputation and status of the institution, this image determines the general impression that individuals develop about the institution and it can be said that it is the personality of the institution formed by various audiences. (Al-kharif, 2003, p. 56).

2. Characteristics of the corporate image:

To achieve the desired good and attractive corporate image, the following points should be taken into account :

The real picture: reality supports the message sent, so it must have credibility at home and abroad.

Positive image: the value of the institution must be raised, and here lies the benefit of the image Policy, which is to define the institution at its best and show it with an attractive appearance.

Sustainable image: that is, the image should last for years, if not for life, and it also carries the orientations of the institution, where the image is a theoretical element and its continuation is logically the source of its effectiveness.

Coherent and consistent image: the parts of the image must be coherent and consistent and do not contain contradictions

Distinctive image: the institution should be unique to the rest of the institutions in a way that reflects its activity and services so that there is a point in preparing a policy for the image if it is melting into the mass of an institution from the same sector . (Mansour Abdallah, 2010, p. 133).

Conclusion

The process of forming the mental image of the organization is a complex process. it is one of the main challenges facing contemporary organizations and the breakdown of boundaries and communication between their internal functions and their external relationship. the internal and external relations of the organization are intertwined in the daily practices of members. the strategy of senior management at work guides the performance of all departments of the organization. through what it conveys to them about the business philosophy, organizational culture is formed for its part. it also governs the content of communication messages that media marketing directs to the external audience of the organization, from suppliers, consumers and distributors, which affects the mental image of the organization, and the apparatus in charge of media marketing transmits Communication messages carry information about the organization, its business philosophy and this information includes the symbolic context that reflects the self-identity of the organization, which affects the external audiences receiving the information and contributes to the formation of the mental image, although there is a process of influence and mutual influence of the organization on the masses and vice versa of the masses on the organization.

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