

Part 2: 2-7 Promotional Activities

As previously discussed, most large shopping center or mall complexes maintain a marketing department that promotes the mall itself or an event within the mall. At other times, the marketing department may feature happenings, promotions and special events for select stores in the mall. For example, these marketing endeavors may include television advertisements announcing a seasonal holiday event such as the Easter Bunny being available for pictures with the children at the mall or Santa arriving at the mall.

Frequently shopping centers and malls sponsor community events such as a health or job fair, or a car show or chili cook-off with participant entrance fees going to a particular non-profit community organization. All retailers are usually required to participate in these mall events, and oftentimes retailers will stage within their store visual presentations and complementary events to support the mall or center marketing endeavor.

Marketing Departments usually sponsor events supporting major selling seasons or provide extra services to all mall patrons in order to get them to come the mall for their special seasonal shopping. For example, major malls stage spring and fall fashion shows, provide personnel at a minimal cost or free of charge for wrapping gifts during a major holiday season, or run television and print advertisements announcing special mall amenities. Visual merchandisers and special event coordinators of all the retail stores in the shopping complex assist with these special promotions and marketing endeavors.

