



ISSN Print: 2664-8792  
ISSN Online: 2664-8806  
Impact Factor: RJIF 8.54  
IJRM 2025; 7(2): 460-471  
[www.managementpaper.net](http://www.managementpaper.net)  
Received: 26-07-2025  
Accepted: 28-08-2025

**Ali Adnan Hassan**  
Teaching Assistant, Ministry of  
Education, Babylon  
Governorate, Department of  
Vocational Education,  
Babylon Vocational School for  
Boys, Iraq

## The impact of promotion on increasing sales with application to Al-Musayyib Cement Company

**Ali Adnan Hassan**

**DOI:** <https://www.doi.org/10.33545/26648792.2025.v7.i2e.484>

### Abstract

Global markets are undergoing major transformations, making promotion essential for organizations striving to grow and survive in a highly competitive environment. Through promotional activities, companies enhance organizational efficiency, create customer value, and foster loyalty. Given ongoing scientific progress, technological advancements, and intense market competition, organizations increasingly recognize promotion as a vital tool for accessing new products, markets, and technologies. This contributes to higher productivity, ensuring sustainability and growth. The study examines the impact of promotion on sales increase, hypothesizing a statistically significant relationship between promotion and marketing efficiency. Promotion serves as a key bridge between institutions and consumers, building mutual trust and ultimately driving sales growth.

**Keywords:** Promotion, Sales Increase, Promotional Mix, Promotional Strategies, Sales Performance.

### Introduction

Promotion is a key activity in the marketing of goods and services for many enterprises. It is relied upon to achieve communication goals with the parties these enterprises deal with. The increased use of promotional activities as an influential tool in the success of many projects has resulted from the emergence of large-scale production, leading to an increase in the supply of goods and services exceeding demand. Additionally, the dispersion or expansion of markets served by enterprises necessitates reliance on a communication medium that can reach the largest possible number of consumers. Increased competition and the emergence of the so-called "buyer's market" have led enterprises to depend on promotion as a means to influence consumers to prefer the products of a specific project over others and to promote the use of specific product groups that consumers were previously unaware of.

Despite the importance of promotion as an effective means to increase market size and sales volume leading to increased production and reduced costs there are many writings that do not welcome increased spending on promotion, arguing that it wastes societal resources and pushes consumers to purchase goods and services they do not genuinely need.

### 1. Research Problem

The research problem lies in understanding the impact of promotion on increasing sales, which can be summarized by answering the following questions:

- Does efficient promotion lead to the efficiency of marketing activities?
- What is the role of promotion in increasing sales volume?
- Does promotion through modern methods contribute to increasing sales volume?

### 2. Research Hypotheses

1. There is a statistically significant relationship between promotion and the efficiency of marketing activities.
2. There is a statistically significant relationship between promotion and an increase in sales volume.
3. There is a statistically significant relationship between promotion and attracting consumers.

**Corresponding Author:**  
**Ali Adnan Hassan**  
Teaching Assistant, Ministry of  
Education, Babylon  
Governorate, Department of  
Vocational Education,  
Babylon Vocational School for  
Boys, Iraq

### 3. Research Importance

The importance of the research stems from the major role promotion plays, as it is one of the most important bridges connecting institutions with consumers everywhere. Thus, promotion affects sales increase by enhancing trust between institutions and consumers.

### 4. Research Objectives

1. To understand promotion, its goals, and its types.
2. To identify the factors influencing sales increase.
3. To determine the role promotion plays in increasing sales volume.
4. To understand how promotion affects sales increase and company profits.

### 5. Study Methodology

The researchers used the analytical descriptive approach, which suits the nature of the phenomenon under study.

### 6. Study Limitations

- Spatial Limitations: Al-Musayyib Cement Company.
- Temporal Limitations: The time period from 2024.

### 7. Data Sources and Collection Tools

The research relied on two main sources for data collection:  
Primary sources: Those sources the researcher relied on to obtain data from the field study site using interviews or questionnaires.

Secondary sources: Including references, books, publications, reports, and the internet.

### 8. Study Terminology

- **Promotion:** A communication process through various means via public communication channels, paid for by advertisers to deliver information to groups of consumers.
- **Sales:** The most critical process in successfully transferring a product or service to the consumer, compared to marketing or public relations.

### Introduction

Sales are characterized as the source of revenue that enables a project to grow, flourish, and develop progressively. It is an activity related to the quantity of goods or services sold within a specific period. The seller or provider of goods or services completes a sale in response to the acquisition, seizure, purchase order, or direct interaction with the buyer at the point of sale; generally, the buyer does not execute the sale (Zayat, 2023, p. 230) <sup>[2]</sup>.

In the case of an indirect interaction before committing to payment, the person who sells goods and services on behalf of the owner is known as a seller or sales representative. In common law countries, sales are generally governed by common law and commercial statutes. In the United States, the laws regulating the sale of goods are unified (Dessouki, 2025, p. 390) <sup>[13]</sup>.

### First Section: Promotion

Promotion aims to create awareness about the company and its products, in addition to achieving an increase in sales. Marketing promotion can take several forms, including personal selling, traditional advertising, and electronic advertising. Promotion is also an important commercial

activity because it enhances product benefits, attracts customers, and increases business revenue.

### First Requirement: The Concept of Promotion

Promotion in marketing is defined as a set of activities aimed at delivering the company's marketing message to target customers by informing them of the advantages and offers of products and services. This is done to create awareness about the company and its products in addition to achieving increased sales. Marketing promotion can take several forms, including personal selling, traditional advertising, and electronic advertising. Promotion is an important commercial activity because it enhances product benefits, attracts customers, and increases business revenue.

Promotion is also defined as the effort made by the seller to persuade the prospective and potential buyer to accept specific information about a product or service package and retain it in their mind for later recall. More specifically, the promotion process involves an attempt by the seller to highlight the distinctive characteristics of the product or package being promoted such as design, packaging, brand name, quality, and price and then persuade that buyer to purchase this product or service based on those characteristics (Zayat, 2023, p. 228) <sup>[2]</sup>.

Kotler views promotion as an activity within the framework of marketing efforts involving a persuasive communication process. Although this definition is precise and comprehensive, giving the promotional concept a different nature from other marketing activities, Kotler acknowledged the great difficulty in defining the concept of promotion. The product's price, quality level, packaging, and distinctive brand all form promotional content that can influence purchasing behavior.

Promotion represents the communication system within an organization through which information flows between stakeholders. The organization needs to introduce its current and potential services, their characteristics, and their distinguishing features. Here, attention must be paid to feedback from the market and its use for adapting and modifying plans and programs to achieve the intended goal (Al-Zaabi, 2023, p. 10) <sup>[3]</sup>.

Effective communication is one of the features of a free marketing system and is used as a tool to influence the feelings, beliefs, and behavior of remaining consumers. Therefore, promotion is an effective means of communication between the organization and its customers. Through it, the organization can introduce the product, spark personal interest, convince them of its ability to satisfy their needs and desires compared to competing products and then drive them to make purchasing decisions and encourage repeated consumption. This leads to gaining new customers and deepening loyalty among current customers, thus cementing a positive image of the organization in the customer's mind.

Promotion aims to increase sales, i.e., stimulate sales. Here, promotion intervenes to create fame and change the image among the consumer public. Therefore, sales promotion pushes products towards the customer using a push strategy. Sales promotion affects several levels (team, distribution channels, employees on purchasing committees, and the consumers themselves). It also provides an additional and unusual economic benefit, such as a price reduction or rewards (Zayat, 2023, p. 229) <sup>[2]</sup>.

Furthermore, promotion refers to the set of marketing efforts related to providing the consumer with information about the specific advantages of a product, service, or idea, sparking their interest in it, convincing them of its superior ability to satisfy their needs compared to others, with the aim of pushing them to decide to purchase it and continue using it in the future (Al-Hammadi, 2024, p. 140) <sup>[5]</sup>.

Second Requirement: Objectives, Importance, and Types of Promotion

Sales promotion is a form of marketing promotion that uses marketing tools to communicate with customers and increase sales by offering price discounts or purchase coupons to customers, which stimulates sales growth.

### First: Objectives of Promotion

There are numerous objectives an organization seeks to achieve through promotion, including:

1. Achieving a noticeable increase in sales and revenues that can cover promotional operational costs, marketing costs, and generate high profit by stimulating and increasing demand.
2. Reminding consumers from various segments of the product or service from time to time, especially those with positive attitudes towards the institution and its products. This promotional objective is necessary to deepen the degree of relative loyalty of consumers towards the product or service (Al-Hammadi, 2024, p. 145) <sup>[5]</sup> while preventing a switch to competitors' products.
3. Continuously providing current and potential consumers with information about goods and services.
4. Encouraging the decision to purchase or continue purchasing and urging friends to do so, thereby increasing sales transactions.
5. Creating product awareness. In this case, it's not just about creating awareness of the product and its features, but it may also include awareness of the brand it belongs to. Many techniques are relied upon for effective promotion, such as exposing the customer to products and brands for the first time, which is a fundamental component of the initial stage of launching a new product or brand (Al-Askari, 2000, p. 78) <sup>[23]</sup>. Awareness is the foundation for all future activities.
6. Generating interest. Sales offers are highly effective in marketing for creating interest in a product, especially in retail, where they can significantly attract customer attention without much effort or time (Al-Zaabi, 2023, p. 11) <sup>[3]</sup>.
7. Providing information. A key objective of promotion is to provide sufficient information about products, goods, and available services related to the product or brand. This information is presented to consumers to understand all the benefits and potential drawbacks. Properly done, this can shorten the persuasion process, turning mere interest into a complete purchase (Ben Mansour, 2025, p. 455) <sup>[24]</sup>.
8. Stimulating customer demand. Effective promotional activities can be used to stimulate demand for the product and convince the customer of their need to purchase it.
9. Enhancing the brand. The brand is an important element promoted; thus, promotion can be used to strengthen and solidify its place in the customer's mind (Zayat,

2023, p. 230) <sup>[2]</sup>. This requires planning and repetition over the long term.

10. Attracting new customers. Promotion targets not only existing customers but also new ones interested in the product. Simple samples, prizes, and gifts can help attract them and encourage trial of the new brand.
11. Encouraging increased purchasing. Encouraging current customers to buy more products or services through promotional activities, especially during holidays or special occasions.
12. Assisting the company in competition. Helping the company remain competitive against others in the same field is a primary goal. Many companies use sales promotions solely to maintain their competitive market position, especially in today's technologically advanced world where promotion is essential.
13. Increasing sales in off-seasons. Sales increases shouldn't be limited to a specific season. Promotional activities can be used to market products during their off-season to maintain sales levels and achieve the required increase (Al-Zaabi, 2023, p.14) <sup>[3]</sup>. Techniques like off-season discounts or seasonal offers can be used.
14. Adding to dealer inventory. Effective sales promotion can encourage wholesalers or retailers to automatically stock more of the supported products.
15. Retaining old customers. Sometimes, it's beneficial to direct promotional efforts towards retaining existing customers, especially when at risk of losing new ones (Al-Askari, 2000, p. 102) <sup>[23]</sup>.
16. Clearing inventory. Promotional techniques can help clear unsold stock of products by offering effective deals to satisfy consumers and customers (Ben Mansour, 2025, p. 459) <sup>[24]</sup>.

**The objectives of promotion are also represented in the following**

1. Informing the consumer about the product or service, including its characteristics and how to use it (Information).
2. Persuading the consumer to buy the product by presenting facts and answering inquiries (Persuasion) (Raji, 2024, p. 158) <sup>[15]</sup>.
3. Reminding the consumer that the product is still available. This objective is used in the final stages of the product's life cycle (Reminder).

### Second - The Importance of Promotion

The importance of promotion lies in the following points:

- **Reminding the Consumer:** Promotion reminds consumers of their wants and consumption needs through distinguished methods such as advertising, attractive techniques, and other promotional tools.
- **Providing Entertainment:** Promotion provides aspects of entertainment through what advertisements offer, such as exciting visuals, impactful expressions, and attractive images accompanying the presentation of the product or service.
- **Shaping Lifestyles:** Promotion helps shape developed lifestyle patterns by portraying situations that reflect them, considering the consumer is social by nature, seeking luxury, raising living standards, and following everything new.
- **Increasing Brand Awareness:** Promotion helps increase awareness of the brand associated with the

products sold and services offered by various companies, thus allowing the company's message and vision to reach the largest possible target audience. Increasing brand awareness through promotion requires carefully choosing the promotional medium after understanding customer needs, analyzing customer databases, and considering the promotional budget.

- **Ease of Identifying the Target Audience:** Promotion helps identify the product's target audience members of society who desire the offered products and services. A well-studied marketing strategy suitable for the nature of the products and services, along with a well-planned promotional plan that identifies different customer segments in the market, facilitates reaching them, understanding what suits them, and offering appropriate solutions.
- **Increasing Customer Base:** Promotion contributes to increasing the number of customers, which is expected. The more companies promote their products, the more it helps the brand reach a larger number of customers, thus increasing their count. Promotion to customers can also be done by offering free samples to new customers to try products. Additionally, it's important to consider the tools and means companies use during product promotion. Marketing on social media sites is considered the most effective tool on the internet for promoting various products and services (Al-Zaabi, 2023, p. 17) <sup>[3]</sup>.

### Third - Promotion Policies (Strategies)

A product undergoes marketing through a channel consisting of four parties: producer, wholesaler, retailer, and consumer. Among the most important effective promotion policies are:

- **Pull Strategy:** This strategy focuses directing promotional efforts to the end consumer, pushing them to request the product from intermediaries and distributors. It involves intensive use of advertising, including incentives like coupons, gifts, free samples, and price reductions. The role of agents and intermediaries here is limited to storing goods and displaying them at points of sale upon consumer request. This strategy usually suits goods with demand created by advertising; it tells the consumer, "Go to the retailer and ask for what you need" (Al-Zayat, 2023, p. 231) <sup>[2]</sup>.
- **Push Strategy:** This strategy relies on focusing on personal selling, advertising, and other promotional means, directing all efforts towards members of the sales channels (e.g., wholesalers), who in turn direct efforts towards retailers, who then target the end consumer. This effort is accompanied by effective pricing policies like offering discounts and promotional incentives to channel members to push the products to the end consumer (Al-Askari, 2000, p. 87) <sup>[23]</sup>. This strategy is typically used when products are first introduced, when there is a wide assortment of alternative goods, when promotional allocations are limited, or when the company follows a market-skimming policy.
- **Pressure Strategy:** Based on an aggressive method aimed at emphasizing persuasive power; that the company's products and services are the best through multiple advertisements reaching the consumer with the

same degree of intensity and pressure, especially when competition is strong in the target market. It often uses comparative methods between the company's products and competitors'. The advertisement uses strong language: "Buy now and get a big discount" (Raji, 2024, p. 153) <sup>[15]</sup>.

- **Suggestion Strategy:** This strategy is based on a simplified persuasion method relying on facts about the product's nature, features, sales terms, prices, and services, away from pressure and coercion. It targets the so-called "grey area" in consumers' minds, trying to attract them to buy goods after calm and sober dialogue with them.
- **Mix Strategy:** Some companies resort to using a mix of push and pull strategies to obtain the desired response from intermediaries and consumers. An example is telecommunications companies that offer many free packages for mobile phone users, in addition to free lines, installment services, etc. (Ben Mansour, 2025, p. 500) <sup>[24]</sup>.

### Effective Promotion Methods: (The Promotional Mix)

The promotional mix includes six types. First, issuing various forms of publications containing information about the company and its products. Second, publicity and advertising of its various types (print, audio, visual). Other promotion methods include field visits to markets to meet businesspeople interested in importing the products to be promoted. International trade fairs are considered one of the most important promotion means as an effective way to display the product to customers and answer their inquiries immediately. Sales promotion also comes as a means of promotion, including all activities leading to stimulating consumers to increase their purchases. Finally, direct promotion relies on direct contact with customers. It is worth noting that these methods are integrated, meaning they complement each other and are not substitutes; each achieves a specific goal and is used at the appropriate time and in the appropriate manner. Each promotion method has rules and foundations that must be understood and followed to ensure maximum benefit (Al-Askari, 2000, p. 79) <sup>[23]</sup>. Some researchers mentioned that the promotional mix consists of seven main elements:

- **Fairs and International Exhibitions:** Both specialized and non-specialized, plus commercial methods.
- **Individual Visits and Trade Missions:** Usually consisting of a group of government officials, businesspeople, and professionals visiting a country, often coinciding with the opening of international exhibitions.
- **International Advertising:** Must define the advertising objective, prepare the advertising message, choose the advertising medium, set the launch schedule and frequency rate, plan advertising appropriations, and finally evaluate the efficiency of the advertising service through consumer satisfaction.
- **Personal Selling:** Salespeople must be carefully selected, appointed, trained, motivated, supervised, and their performance evaluated.
- **Sales Promotion:** Through providing free models and samples, plus gifts and price reductions, often relying on renewal and innovation.

- **Publicity:** The process of non-personal presentation of the product and service without any financial cost.
- **Public Relations:** Their goal is to improve the company's mental image and also strengthen relationships with economic and social actors in the country (Al-Zaabi, 2023, p. 20) <sup>[3]</sup>.

### Modern Promotion Means (Media)

Among the main decisions advertisers must make is the one related to choosing the medium. The advertising medium is the channel used to convey the message to the target market. Thus, media planning is a series of decisions advertisers must make to choose the medium, allowing the market to achieve ideal and cost-efficient communications to deliver the message to that target audience (Suleiman, 2010, p. 188). More clearly, advertisers must determine which types of media can best deliver the benefits of their products and services to the target audience. They must also determine the timing and duration of the ad's display. Promotional objectives, sponsorship or advertising appeals, and execution styles strongly influence media selection. It's important to know that decisions related to creating and executing the ad, as well as media decisions, are interdependent and made simultaneously or concurrently. The work of creating and executing the ad campaign cannot be completed without knowing which media will be used to transmit the message. For example, planning and executing ad campaigns for ads placed in print media like newspapers and magazines will differ.

### Types of Advertising Media

Advertising media are the vehicles advertisers use for mass communications. There are seven main types of advertising media: newspapers, magazines, radio, television, outdoor advertising, internet, and mobile phones (Al-Zayat, 2023, p. 233) <sup>[2]</sup>.

**Newspapers:** The advantages of advertising in newspapers include flexibility and geographic targeting. Because newspaper editors allocate ad space quickly and at a reasonable cost, local merchants can often reach their target markets daily.

**Magazines:** The costs for placing ads in magazines are usually higher than other media, but on the other hand, the cost per potential customer might be much lower because magazines often target specialized audiences, thus being more capable of reaching those potential customers for the advertiser's products. Advertisements for products like cars, clothes, computers, etc., are common (Ben Mansour, 2025, p. 502) <sup>[24]</sup>.

**Radio:** Radio has many strengths as an advertising medium, such as selectivity in choosing target market segments (Al-Sayed, 2025, p. 9) <sup>[6]</sup>, reach outside the home, low cost per exposure to a large number of individuals, flexibility, and geographic suitability. Local advertisers are the most frequent users of radio advertising. Radio advertising remained the most used and detailed advertisement for a large number of advertisers for a long time, then things began to change after television entered as a strong competitor that attracted a large proportion of these advertisers. Despite this, things gradually started shifting back towards radio advertising (Al-Zaabi, 2023, p. 23) <sup>[3]</sup>.

**Television:** It can be said that television allows advertisers a lot of creativity and innovation because it is a medium that combines audio and visual aspects. Television advertising currently involves diverse options, from terrestrial TV channels to free-to-air satellite channels without subscriptions, to subscription TV that includes a group of encrypted channels or stations.

**Outdoor Advertising (Out-of-Home):** This type of advertising is considered one of the flexible and low-cost forms compared to many other advertising forms. Examples include billboards placed on bus stops, shop fronts, highways, inside airports, as well as TV billboards dedicated in some important traffic areas. You can also notice them in adhesive advertisements on the sides of cars, buses, and various transport means. Outdoor advertising reaches broad and diverse target markets and is therefore an example of promoting convenience products and services. It is also a suitable advertising form for directing consumers to local companies within the cities and places where they live.

**Internet:** The internet and the World Wide Web have managed to achieve a huge leap in the world of advertising, with electronic advertising revenues reaching hundreds of millions of dollars. The internet has established itself in this regard as a solid and distinct advertising medium among all available means. Electronic advertising has achieved clear gains since the early 1990s and received the highest share of financial allocations from companies' total advertising budgets. Websites, famous search engines like Yahoo, and some electronic service providers sell advertising spaces called features or banners (ad strips) for marketers to promote goods.

**Mobile Advertising:** The SMS service has become a new technological mechanism based on the rapid exchange of conversations and words, transferring messages from organizations to customers through various wireless devices like cell phones, pagers, and PDAs. Many companies marketing their products and brands, as well as advertising companies, place their SMS service numbers on their advertisements to enable interested consumers to obtain more information they might be looking for. Mobile marketing relies on interactive wireless means to deliver time- and location-sensitive information that promotes goods, services, and ideas in a way that helps generate value for all stakeholders and the company (Al-Askari, 2000, p. 56) <sup>[23]</sup>.

## Section Two – Sales

The concept of sales management differs from the general concept of defining any management; the difference lies in the activities and objectives.

### 1. Definition of Sales Management

Management can be represented by one or more persons depending on the nature of the organization and the volume of activities it undertakes, whether in the local market or the foreign market.

The definition of sales management is not far from the definition of management in general because the functions of management are performed by all departments, and the

difference can be in the nature of the organizational activity managed by this department.

Sales management can be defined as the art of achieving goals through people by planning, organizing, staffing, training, leading, and controlling effectively and realistically.

## 2. Importance of Sales Management

When organizations introduce or develop and present their products, they realize that this effort must be enhanced through the efforts of the sales management department and the selection of salespeople capable of achieving the organization's goals and sustaining its presence in the market (Ben Ammar, 2022, p. 418) <sup>[9]</sup>. This requires sales management to build an integrated team capable of achieving its objectives, which can be accomplished as follows:

1. Nothing can be sold if there is no one to buy it.
2. Monitoring market movements and factors affecting sales volume and the personnel within it to gain new customers, expand market share, and address different market sectors. This requires identifying strengths and weaknesses.
3. Sales management is considered one of the most prominent functions in institutions and companies that provide various services in return for financial amounts owed by clients or through selling products to customers.

Therefore, sales management has become a specialized science within economic and financial sciences, focusing on applying everything related to sales techniques and methods. This gives sales particular importance in the business sector because it determines the amount of profit achieved; as sales increase, profits increase, and vice versa.

## 3. Objectives of Sales Management

What distinguishes management is the existence of objectives. Without these objectives, management has no activity because all activities are directed by management to achieve goals, including:

1. Reaching target markets through appropriate goods, services, communication means, and points of sale close to customers.
2. Gaining market share by developing sales or penetrating new market segments.
3. Regaining lost customers.
4. Maintaining the organization's market share.
5. Withstanding competition.
6. Achieving the planned sales volume.

## 4. Basic Principles in Organizing Sales Management

Promotion through public relations is defined as the exchange of information and promotional messages between two companies or between a company and any other interested party, where the two companies launch an advertising campaign aimed at creating brand awareness (Dessouki, 2025, p. 395) <sup>[13]</sup>.

### A- Specialization

Specialization means that the sales organizational structure must secure all requirements for managerial and selling activities that lead to accomplishing the tasks and duties assigned to all persons working in the sales department.

Simply put, sales representatives perform selling tasks, and every sales manager must perform all managerial activities.

### B- Centralization

One of the most important characteristics of the administrative structure related to sales systems is the degree of centralization. This degree is linked to decisions and tasks that must be accomplished at the higher levels of the organizational hierarchy. A structure based on centralization is one of the managerial activities that places authority and responsibility at the higher administrative levels. Conversely, decentralization means distributing tasks and responsibilities to lower administrative levels, represented by the line of managers.

It is noted that most organizations prefer to use both models simultaneously, as some tasks and activities require an important centralized character, while others take a decentralized character. This latter approach is more common in the field of sales activities (Al-Sayed, 2025, p. 22) <sup>[6]</sup>. As we indicated in the first section of this research, modern trends have shifted from commercial traits to relationship management, from individualism to collectivism or team spirit, and from management to leadership (Al-Zayat, 2023, p. 238) <sup>[2]</sup>.

### C- Span of Control and Administrative Levels in the Organizational Structure

The span of control is defined as the number of persons or workers supervised by a sales manager. When we say the manager's span of control is wide or large, it means he supervises a large number of subordinates, who in this case are sales representatives. The relationship between the number of administrative levels and the span of control is an essential and important matter that must be taken into consideration when preparing the organizational structure. This is because the greater the number of administrative levels, the more costly the organization becomes, communication lines become longer, and the chances of distortion in communication increase. If the span is narrow, the organization needs to establish a greater number of administrative levels, making the organization's shape tall. If the span is wide and the number of administrative levels is small, the organization's shape becomes short or flat (Dessouki, 2025, p. 389) <sup>[13]</sup>.

### D- Line (Executive) Organization vs. Staff (Advisory)

There are two types of organization that address the organizational structure of sales management:

The first type: is called line or executive; where executive functions are directly connected to sales work and its activities and are responsible for managing sales representatives as well as responsible for generating sales and following up on the performance of workers and the sales department (Mastir, 2024, p. 669) <sup>[25]</sup>.

### E- Contingency Selling

Determining the appropriate pattern for the sales organizational structure is as difficult as it is important and necessary. Accordingly, there is no ideal organizational structure that can be considered suitable for a strong sales organization. Rather, the appropriate organizational structure depends on the characteristics and specific circumstances of the sales process. This means that the structure changes with the changing contingent circumstances of sales operations (Al-Zaabi, 2023, p. 25) <sup>[3]</sup>.

## **F- Principles of the Sales Management Organization Process**

1. The principle of defining authorities and responsibilities for all workers in sales management.
2. The principle of parity between authority and responsibility.
3. The principle of avoiding multiple supervisory levels in sales management.
4. The principle of specialization in organizing sales management, meaning each individual specializes in a specific task.
5. The principle of span of control: the number of subordinates for each manager must be determined in a way that ensures the existence of periodic supervision and follow-up.
6. The principle of placing the right man in the right place.

## **Factors Affecting the Administrative Organization of Sales Management**

The administrative organization of sales management is affected by the internal and external conditions within which sales management operates. The factors affecting the administrative organization of sales management can be summarized as follows

### **The nature of the business undertaken by the establishment. It is noted that establishments are divided into the following types**

Commercial establishments, such as the Public Establishment for Precision Instruments Trade.

Productive establishments, such as the Public Establishments for Vegetable Oils, Soft Drinks, and Spinning and Weaving.

The volume of business undertaken by establishments, which can be divided into three types:

- Small-sized establishments.
- Medium-sized establishments.
- Large-sized establishments.
- The volume and nature of work related to sales management.
- The adequacy of the workforce in sales management.

## **Characteristics of a Good Administrative Organization for Sales Management**

A good administrative organization for sales management is characterized by the following:

- It achieves specialization in performing work in different departments.
- It places the right man in the right place.
- It prevents conflict and overlap between tasks in sales management.
- It helps achieve the best employment of available human and material capabilities and potentials for sales management.
- It contributes to reducing sales expenses to the lowest possible level without affecting the level of achievement of the required objectives.

## **Tools of Administrative Organization for Sales Management**

1. Organization charts.
2. Job descriptions.

3. Manual of procedures and policies.

4. Sales programs.

## **Stages of Organizing Sales Management**

- a. The administrative organization for sales management is prepared according to the following stages.
- b. In this stage, the objectives that sales management seeks to achieve are determined.
- c. Determining the functions, tasks, and activities that sales management must carry out to achieve the objectives specified in the first stage.
- d. Grouping activities into sets to identify the departments and units that make up the organizational structure of sales management (Al-Sayed, 2025, p. 44) <sup>[6]</sup>.
- e. Clearly and accurately defining the responsibilities and authorities of workers in sales management.
- f. Defining the relationships between workers in sales management.
- g. Designing the organizational structure for sales management.
- h. Preparing the organizational manual for sales management.

## **Sales Management**

It is a science of commerce that focuses on the scientific application of sales techniques and the management of a company's sales operations. It is an important function in commerce because net sales are crucial for business, and these are usually the objectives of sales management and key performance indicators (Al-Askari, 2000, p. 98) <sup>[23]</sup>.

## **Sales Manager**

A known function referring to the specialization responsible for managing sales. This responsibility includes sales planning, human resources, talent development, leadership, and control of resources such as organizational assets.

## **Sales Planning**

The issue of sales planning is one of the important and vital issues facing sales and marketing managements. Planning is one of the most important managerial functions practiced by business organizations of various specializations and work. Planning is the first activity that precedes all managerial activities practiced by those organizations because it is a process aimed at optimally employing available material and human resources with high efficiency. It also determines the objectives the organization seeks to reach and achieve in light of expectations and potential environmental conditions in the future. Additionally (Al-Zayat, 2023, p. 241) <sup>[2]</sup>, the planning process provides the organization and its various managements, including sales management, with a vision and a comprehensive overview of the tasks planned for the future and how to implement them in a way that achieves the best possible performance for the activities and operations carried out by the organization, including sales management.

## **Strategic Planning and Sales Planning**

Sales management is a vital part of the organizational structure of any organization. Therefore, the general strategic planning of the organization must extend to sales management in all its aspects and various activities. Thus, the strategic planning approach is one approach for all functions of the organization, which requires this

management to focus on the planning process and drawing up various plans (Mastir, 2024, p. 668) <sup>[25]</sup>, determining programs for implementing these plans, as well as dealing with developments in the surrounding environment, especially in the markets where it operates. Therefore, this tool must be able to change, develop, and adapt its plans according to the nature of the markets in which it operates and the prevailing conditions affecting sales activities. Sales planning is an important part of the strategic planning of marketing and the top management of the organization. Therefore, it moves in the same direction specified for it in the organization's strategic planning.

### Strategic Sales Planning

Sales managers are responsible for planning various sales activities and are thus responsible for providing consumers with products with the required specifications, place, time, and appropriate price. Sales planning represents an annual, programmed work within the organization's general, marketing, and sales strategy. Through it, the ability and efficiency of the sales manager in correctly preparing the sales plan for the short term (one year) and long term (more than one year) is measured or tested. The correct preparation of plans in a scientific, practical, and studied manner represents the essential element for the success of sales management due to the exceptional activities and tasks assigned to it to study past and current plans in order to correctly build future plans for their sales. Therefore, planning can be defined as a conscious and organized process for making decisions about implementing goals and the activities of individuals or groups, work units, and the organization's future vision through the use of available sources or resources and recovering them through closing the sale. Thus, sales planning represents a purposeful and directed effort under the control of the sales manager and is often drawn up within the knowledge and experience of the workers in sales management.

### Critical Considerations for Sales Planning

Specialists in the field of sales find several considerations that must be taken into account when planning sales. The sales plan for the past year and the efficiency of performance in its implementation and the efficiency of leadership are considered conditions for building the next plan. Therefore, those responsible for sales planning must do the following:

- a. Review the sales plan of the past year, which is considered the basis for building the next sales plan they set and the results they obtained. As for sales management that is setting a plan for the first time and has no previous plan, it must collect the necessary data, analyze it, determine its target market share, financial and human resources, profits, and other necessary matters for building the plan, and then draw up the required sales plan.
- b. Necessity to answer the following questions, which represent fundamental axes in building and drawing up the sales plan by knowing: What changes should be made to the previous plan and why? What work did they do this year? What work was changed and why? Will what happened this year happen next year?
- c. Workers must be innovative when adopting the plan for implementation.

- d. The performance of sales management and its achievement of planned sales in the previous period represents an important indicator for the planner because it enables him to identify the negatives and positives in the work, which makes him work to eliminate what is negative and reinforce what is positive. Sales managers not relying on information will make them unable to predict what the future will be like. Therefore, historical information is important in formulating sales plans (Mastir, 2024, p. 666) <sup>[25]</sup>.
- e. Observing the selection of the previous plan's assumptions and identifying the variables that clearly affected performance.
- f. Recording all observations, treatments, and ideas to create the new plan.

The organization and its plan are considered a means for developing the sales plan to:

The organization has goals it seeks to achieve, including achieving more profits, increasing sales volume, market penetration, introducing new products, and other goals that affect the sales plan.

Changing goals: The organization may set goals but consider changing them in the future because it expects some change in the elements of the external environment. Therefore, sales management works to understand and identify the causes that management fears, which may push this management to change and work to prepare an alternative plan suitable for these changes if they occur (Al-Askari, 2000, p. 91) <sup>[23]</sup>.

### Analysis and Discussion of Results

#### Section One - A Brief About Al-Musayyib Cement Company

The Al-Musayyib Cement Plant (formerly Al-Sadda) produces cement, a fine-textured substance capable of melting and solidifying in the presence of water. The cement industry is a fundamental industry as it contributes to the formation of fixed capital such as industrial facilities, buildings, bridge construction, road building, and large irrigation projects like dams and reservoirs for controlling irrigation water and generating electrical energy, as it is used in building the country's infrastructure (Al-Zayat, 2023, p. 245) <sup>[2]</sup>.

The Al-Musayyib Cement Plant is located midway between the center of Al-Musayyib District and Al-Sadda Al-Hindiyah Sub-district and is administratively affiliated to Al-Sadda Al-Hindiyah Sub-district, Babil Governorate. The plant was chosen based on locational factors, the most important of which is its proximity to raw materials represented by limestone and gypsum stones available in Karbala Governorate within short distances from the plant, in addition to its location on land transport routes represented by paved roads: Musayyib - Mahaweel road, Musayyib - Abu Gharraq road, Musayyib - Karbala road, and adjacent to the Baghdad - Basra railway, alongside the markets of Karbala, Baghdad, Al-Qadisiyah, and Babil Governorate itself (Al-Zaabi, 2023, p. 28) <sup>[3]</sup>.

The plant was established by the German company Krupp in 1955 with a capital of (1) million dinars and on an area of 43 dunams. However, it did not begin actual production until 1957, with a production capacity of 120 thousand tons annually. Its production capacity was increased after a series of improvements, especially after the nationalization

decisions issued in 1964, reaching a production capacity of 210 thousand tons annually in 1980. The Al-Sadda Al-Hindiyah Cement Plant also produces two types of cement: ordinary and resistant. The plant uses the wet method to produce these two types of cement (Al-Saray, 2024, p. 182) [4].

## Section Two - Analysis and Discussion of Results:

In this section, the researchers present the practical procedures of the field study, analysis of results, and testing of hypotheses as follows:

- **First:** Field study procedures.
- **Second:** Analysis of personal data.
- **Third:** Analysis of questionnaire statements and testing of hypotheses.
- **Fourth:** Field study procedures: The field study procedures are as follows:

### A. Study Tool

The research tool is the means used by researchers to collect the necessary data about the phenomenon under study. There are many tools used in the field of scientific research to obtain the necessary information and data for the study (Al-Saray, 2024, p. 180) [4]. The researcher relied on the questionnaire as a main tool for collecting information from the study sample, as the questionnaire has advantages, including:

- It can be applied to obtain information from a number of individuals.
- Ease of cost and ease of application.
- Ease of wording its phrases and choosing its terms.
- It saves time for the respondent and gives them a chance to think.
- Respondents feel free to express opinions they fear others may not agree with.

### B. Description of the Questionnaire

The researchers attached a letter to the respondents with the questionnaire to inform them about the study's subject, its goal, the purpose of the questionnaire, and its contents. The questionnaire contains two main parts:

- **Part One:** Included the personal data of the study sample individuals, containing data (Gender, Age, Years of Service, Educational Level).
- **Part Two:** Included the study hypotheses, consisting of answers: (Agree, Strongly Agree, Disagree, Neutral).
- **Observation Units:** The observation units consist of the total employees of Al-Musayyib Cement Company.

## First - Analysis of Personal Data

### Distribution of Respondents by Age

**Table 1:** Distribution of respondents by age

Age	Frequency	Percentage (%)
Less than 30 years	6	30%
30 – 35 years	8	40%
41 – 45 years	4	20%
46 – 50 years	2	10%
Total	20	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (1) shows that 30% of the sample respondents were under 30 years old. Those aged 30–35 years were the largest

group, constituting 40%, while those aged 41–45 years made up 20% of the sample respondents. Those aged 45–50 years accounted for 10% of the sample respondents.

### Distribution of respondents by educational qualification

**Table 2:** Distribution of respondents by educational qualification.

Gender	Frequency	Percentage (%)
Secondary	10	50%
Diploma	5	25%
Bachelor's	5	25%
Total	20	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (2) shows that 50% of the sample members had a secondary education qualification, 25% held a diploma, and the percentage of bachelor's degree holders was also 25%.

### Distribution of respondents by field of specialization

**Table 3:** Distribution of respondents by academic specialization.

Age	Frequency	Percentage (%)
Less than 5 years	15	70
From 5 to 10 years	5	30
From 10 to 15 years	0	0
More than 15 years	0	0
Total	20	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (3) shows that 70% of the sample members have less than 5 years of experience, while 30% have between 5 and 10 years of experience. There are no respondents with more than 10-15 years of experience, which can be attributed to the company's establishment in 2014, meaning that the maximum possible work experience is 8 years.

### Distribution of respondents by years of experience

**Table 4:** Distribution of respondents by years of experience.

Gender	Frequency	Percentage (%)
Accounting	2	20
Business Administration	10	50
Engineering	6	30
Other	2	20
Total	20	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (4) shows that 50% of the sample members specialized in Business Administration, while 30% specialized in Engineering. Other specializations not mentioned in the questionnaire accounted for 20% of the sample.

### Distribution of respondents by job grade:

**Table 5:** Distribution of respondents by job grade

Type	Frequency	Percentage (%)
Department Manager	2	10
Head of Department	10	40
Employee	5	30
Other	3	20
Total	20	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (5) shows that 10% of the sample members were department managers, while 4% were heads of departments. Employees in the study sample accounted for 3%, and workers were the largest group among the respondents, constituting 2%.

## Second – Secondary Data

### 1. Promotion and its impact on sales

**Table 6:** The goal of advertising design is to increase the company's sales

Type	Frequency	Percentage (%)
Agree	9	90
Strongly Agree	0	0
Neutral	1	10
Disagree	0	0
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (6) shows that the percentage of respondents who agree that public relations aims to increase performance efficiency is the largest group, constituting 90% of the sample members, while neutral respondents accounted for 10%.

### 2. The company relies on sales promotion to increase its profits through free samples, installment sales, and participation in exhibitions

**Table 7:** The company relies on sales promotion to increase its profits through free samples, installment sales, and participation in exhibitions.

Type	Frequency	Percentage (%)
Agree	2	20
Strongly Agree	0	0
Neutral	7	70
Disagree	1	10
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (7) shows that 20% of the study sample agree that the company relies on sales promotion to increase its profits through free samples and installment sales, while 70% are neutral, and 10% disagree.

### 3. Personal selling is considered the most influential element of the promotional mix in increasing the company's sales

**Table 8:** Personal selling is the most influential element of the promotional mix in increasing the company's sales

Type	Frequency	Percentage (%)
Agree	3	30
Strongly Agree	1	10
Neutral	5	50
Disagree	1	10
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (8) shows that 30% of the study sample agree that personal selling is the most influential element of the

promotional mix in increasing the company's sales, while 10% strongly agree. Neutral respondents accounted for 50%, and those who disagree represented 10% of the study sample.

### 4. The amount of spending on promotion affects the increase in sales

**Table 9:** The amount of spending on promotion affects the increase in sales.

Type	Frequency	Percentage (%)
Agree	6	60
Strongly Agree	4	40
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (9) shows that 60% of the study sample agree that the amount of spending on promotion affects the increase in sales, while 40% strongly agree. Neutral respondents accounted for 0%, and those who disagree represented 0% of the study sample.

### 5. The company sets its promotional budget as a percentage of sales

**Table 10:** The company sets its promotional budget as a percentage of sales.

Type	Frequency	Percentage (%)
Agree	3	30
Strongly Agree	1	10
Neutral	5	50
Disagree	1	10
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (10) shows that 30% of the study sample agree that the company sets its promotional budget as a percentage of sales, while 10% strongly agree. Neutral respondents accounted for 50%, and those who disagree represented 10% of the study sample.

### 6. The company allocates a significant portion of the budget to advertising spending

**Table 11:** The company allocates a significant portion of the budget to advertising spending.

Type	Frequency	Percentage (%)
Agree	5	50
Strongly Agree	0	0
Neutral	3	30
Disagree	2	20
Strongly Disagree	0	0
Total	10	100%

**Source:** Based on the results of the field study conducted in 2024.

Table (11) shows that 50% of the study sample agree that the company allocates a significant portion of the budget to advertising spending, while 30% are neutral, and 20% disagree.

## 7. The company allocates a large proportion of the budget to public relations spending

**Table 12:** The company allocates a large proportion of the budget to public relations spending.

Type	Frequency	Percentage (%)
Agree	2	20
Strongly Agree	0	0
Neutral	7	70
Disagree	1	10
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (12) shows that 20% of the study sample agree that the company allocates a large proportion of the budget to public relations spending, while 70% are neutral, and 10% disagree.

## 8. Indicates whether the company relies on sales promotion to increase its profits through free samples, installment sales, and participation in exhibitions:

**Table 13:** The company relies on sales promotion to increase its profits through free samples, installment sales, and participation in exhibitions.

Type	Frequency	Percentage (%)
Agree	2	20
Strongly Agree	0	0
Neutral	7	70
Disagree	1	10
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (13) shows that 20% of the study sample agree that the company relies on sales promotion to increase its profits, while 70% are neutral, and 10% disagree.

## 9. The company allocates a significant portion of the budget to personal selling expenses:

**Table 14:** The company allocates a significant portion of the budget to personal selling expenses.

Type	Frequency	Percentage (%)
Agree	3	30
Strongly Agree	1	10
Neutral	5	50
Disagree	1	10
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (14) shows that 30% of the study sample agree, and 10% strongly agree, that the company allocates a significant portion of the budget to personal selling expenses, while 50% are neutral, and 10% disagree.

## 10. The company sets its promotional budget as a percentage of sales

**Table 15:** The company sets its promotional budget as a percentage of sales.

Type	Frequency	Percentage (%)
Agree	3	30
Strongly Agree	1	10
Neutral	5	50
Disagree	1	10
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (15) shows that 30% of the study sample agree, and 10% strongly agree, that the company sets its promotional budget as a percentage of sales, while 50% are neutral, and 10% disagree.

## 11. Attention to promotional activities influences purchasing motivation

**Table 16:** Attention to promotional activities influences purchasing motivation.

Type	Frequency	Percentage (%)
Agree	6	60
Strongly Agree	3	30
Neutral	1	10
Disagree	0	0
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (16) shows that 60% of the study sample agree, and 30% strongly agree, that attention to promotional activities influences purchasing motivation, while 10% are neutral.

## 12. Is after-sales maintenance considered necessary

**Table 17:** After-sales maintenance is necessary.

Type	Frequency	Percentage (%)
Agree	6	60
Strongly Agree	3	30
Neutral	1	10
Disagree	0	0
Strongly Disagree	0	0
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source:** Based on the results of the field study conducted in 2024.

Table (17) shows that the percentage of those who agree that after-sales maintenance is necessary reached 60%, Neutral respondents made up 20%, while those who strongly agree accounted for 10%. and those who disagree accounted for 10% of the study sample members.

## Conclusions and Recommendations

### First: Conclusions

1. The company allocates a portion of its budget for promotional spending.
2. The company's sales promotion methods significantly impact sales.

3. Marketing through points of sale provides higher quality products and leads to increased sales.
4. Promotional activities inform consumers of the benefits they gain.
5. Focusing on promotional activities influences purchase motivation.
6. The study revealed the existence of a core competency framework based on knowledge, skills, and behaviors to achieve the best level of organizational marketing effectiveness.
7. Promotion effectively contributes to demonstrating professional behaviors and ethics, which aids in the success of market organizations.
8. The intensity and diversity of promotional marketing innovations and continuous improvements aim to maintain increased organizational efficiency, resulting from creating new product lines and expanding into multiple markets.
9. Promotional marketing achieves its goals through a variety of requirements, such as addressing resistance to innovation and maintaining balance in innovation fields.

## Second: Recommendations

1. In light of the findings, the researcher recommends the following:
2. We recommend allocating a larger share of the company's budget to promotional spending to increase sales.
3. We recommend developing current promotional methods as they contribute to attracting consumers.
4. We recommend using a promotional mix suitable for the internal and external environment, as it increases consumer awareness.
5. We recommend creating company catalogs to introduce consumers to the products.
6. Focus on nurturing and developing a spirit of creativity and innovation among employees, training them in innovative thinking methods, modern technology, and advanced communication techniques. Discuss new ideas and benefit from their thoughts and opinions by involving them in decision-making.
7. Since marketing is based on new ideas, this provides significant opportunities for administrative leadership to improve efficiency, leading to effectiveness with a competitive advantage within their market share.
8. The attention of administrative leadership to marketing enables their organizations to add value for themselves, stakeholders, and beneficiaries.
9. Organizations should strive to form an organizational foundation based on knowledge, skills, and behaviors, and utilize it to execute and accomplish their administrative and technical tasks.

## References

1. Al-Nsour AA. Marketing strategy: a theoretical and practical approach. 2nd ed. Amman: Dar Al-Safa for Publishing and Distribution; 2014.
2. Al-Zayat AAAM. Tourism promotion strategies for Egypt's image abroad via websites from the perspective of communication officials. *J Fac Arts Sohag Univ.* 2023;(67).
3. Al-Zaabi MK. The role of electronic media in promoting heritage: a descriptive study from the perspective of UAE society. *Univ Sharjah J Humanit Soc Sci.* 2023;20(4).
4. Al-Saray HKM. Social media sites and their role in promoting cosmetic products for Iraqi women. *Lark J Philos Linguist Soc Sci.* 2024;16(2).
5. Al-Hammadi BM. The impact of promotion on sales volume: a field study at Al-Mehdar Foodstuff Company, Aden Branch. *Andalus J Humanit Soc Sci.* 2024;(106).
6. El-Sayed RA. The problematic of punishment for the promotion of digital drugs: a prospective analytical study. *Egypt Contemp J.* 2025;116(558).
7. Boudia B, *et al.* Fundamentals and implications of services marketing. Amman: Dar Safa for Publishing and Distribution; 2015.
8. Al-Allaf B, *et al.*, Jordan: Dar Al-Bawwarzi for Publishing and Distribution; 1997.
9. Ben Ammar A. Sales promotion for Algerian institutions: a field study of a sample of Algerian institutions. *J Econ Environ.* 2022;5(2).
10. Al-Tai HA. Sales management. Arabic ed. Amman: Dar Al-Barazi Scientific for Publishing and Distribution; 2008.
11. Al-Tai HA. Sales management. Arabic ed. Amman: Dar Al-Yazouri Scientific for Publishing and Distribution; 2009.
12. Hadeed ES. The role of electronic advertising in promoting hotel services: a field study on five-star hotels in Damascus Governorate. *Al-Baath Univ J Econ Sci Ser.* 2024;46.
13. Dessouki ASARH. The role of visual media in tourism promotion: Singapore and Saudi Arabia – a comparative study. *Ibdaa J Lit Humanit Soc Stud.* 2025;1(2).
14. Al-Rubaia SHJ, *et al.* Marketing: a contemporary approach. Amman: Dar Ghubra for Publishing and Distribution; 2014.
15. Raji NA. The impact of promotional advertising on the ceramic works of Stephanie H. Shih. *Univ Babylon J Human Sci.* 2024;32(9).
16. Maala N. The scientific foundations of commercial distribution and advertising. Jordan; 1996.
17. Abdel Sabour MF. Secrets of promotion in the age of globalization. Egypt; 2001.
18. Ali MMA. Marketing and its types between management, trade, and services. Alexandria: Al-Wafa Legal Library; 2015.
19. Abou El-Naga MAA. Marketing management: a contemporary approach. Alexandria: University Library; 2008.
20. Abou El-Naga MAA. Marketing communications and mechanisms of modern advertising and promotion. Alexandria: University Library; 2011.
21. Al-Samida'i MJ, Yousif WO. Sales management. Amman: Dar Al-Masirah; 2015.
22. Mastar F. The impact of search engine marketing on developing international promotion strategy: a case study of exporting Algerian food industry companies. *J Econ Money Bus.* 2024;6(2).
23. Al-Askari A. Creating product awareness. 1st ed; 2000. p. 78.
24. Ben Mansour B. Providing information. 1st ed; 2025. p. 455.
25. Mastir F. Organizational structure of sales management. 1st ed; 2024. p. 669.