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mduennweber@googlemail.com***Abstract**

*The focus of this research study is to identify the promotional marketing strategies that can be adopted at both project management and regional levels for a scientific theoretical exercise at hand. This will be efficiently realized through conducting investigations on the relevance of project marketing operations to the underlying project management practitioners as a whole.*

*At the regional level, the scientific-based project would have to be promoted to people and stakeholders outside the organization at hand. It is expected that the marketing of this project will be able to coerce a great deal of external clients and compel them to clearly provide any form of support that could extend to financial and non-financial resources.*

*A model that would normally work best is one as a one-time strategy. It allows the project manager to devalue the strategy through a sheer. The project manager can also go ahead and promote the idea of this project through friendship ties. They can use their friendship ties to impact influence on the entire project management framework. This sales method would help to downplay the notion related to the chain of authority and duty and can sometimes result to efficient work ethics.*

**Keywords:** *marketing, regional development, project management and visions*

**JEL Classification:** *Q21, Q47, Q48.*

**I. INTRODUCTION**

Considering the minimal level of awareness, researchers have continued to be subjected to a great deal of challenges especially in the relating field of project management to real life scenarios (Meredith & Mantel Jr, 2011). A good number of organisations need most of its projects to be associated with a higher degree of market orientation. To effectively comprehend the notion of project marketing and therefore, establish its overall significance within the entire industrial sector in the modern environment, it is important to rethink and redefine project management as an imminent process altogether.

There are recently set of researchers that have ensured that project management is subjected to a wider array of perceiving this field by way of incorporating a customer-based approach that is far much related to the global adoption of project marketing as a whole (Chakrabarty, Whitten, & Green, 2008). As focus this study on how efficient promotion and thus, marketing of the project within its overall practical marketing perspective, it can be noted that the concepts of project management and marketing could possibly overlap in the practices and concepts altogether.

**II. PROMOTION OF PROJECT MANAGEMENT**

To successfully expound on this concept, the discussion will adopt the transaction cost economics theory and the Broker-Steward model given that they both constitute a great deal of component for postulating the study at hand (Chakrabarty, Whitten, & Green, 2008).

The transaction cost economics theory is far much attributed to formulating the economic perspective that relates to the entire structure of a given organisation. In its perspective, this theory does not treat a firm as a black box but rather puts much emphasis on the underlying importance of comprehending its internal workings. This theory is based on the assumptions of bounded rationality and opportunism (Chakrabarty, Whitten, & Green, 2008).

Bounded rationality relates to the presumption that despite of how knowledgeable management might be perceived to be, they cannot successfully put much consideration to the possibility of alternative courses of action. Transaction costs are thereby ascertained to be overall comparative costs related to the activities of planning, adapting and monitoring overall project completion and they are mostly incurred in the course of project performance and configuration process (Chakrabarty, Whitten, & Green, 2008).

TCE considers the transaction as being the underlying unit of analysis but that also transaction cost analysis being a pertinent evaluation of notable comparative costs related to planning; adapting and monitoring. The Broker-Steward model focuses on the degree of dynamics for which a given project is executed and portrays a set of interaction between a good numbers of different units within the organisation as a whole. It is a theory that is based on the Turner and Keegan (2001) governance framework.

According to this theory, a broker is deemed to be directly responsible for creating and sustaining relationships with the clientele through identifying and thus, attracting new set of customers; bidding for newer set of project opportunities with the existing client; liaising with the client in the course and until the end of the project results as well as making sure that the client satisfaction. On the other hand, the steward is directly compared to the role performed by a project manager that has been secured for the purpose of overseeing portfolio manager (Chakrabarty, Whitten, & Green, 2008). The steward is directly responsible for the delivery of the project within the stipulated timeframe as well as formulate its budget and scope requirements altogether.

Taking these theories into consideration, project promotions and thereby, marketing to the clients is considered to be a sophisticated set of transactions that relates to the packaging of products, services and overall duties that have been particularly formulated for the purpose of being realised especial within a stipulated timeframe befitting a client's expectations (White & Fortune, 2002).

Projects normally require rigorous promotions especially since it certainly involves intangible benefits or rather the selling and purchasing of organisation's outcomes to a clientele. It thus goes without stating that the aspect of project management marketing fairly deals with notions fairly connected with both internal and external set of marketing exercises and extends to the focus on internal marketing of projects within a single organisation as a whole (White & Fortune, 2002).

A good number of project marketing literatures argue that the entire promotion exercise on projects plays a key role in overall project progress and is not effectively related to the business and contract achievements. The Project Management Institute is considered to be the pioneer of organisational-based models and standardised tools and techniques that was formulated by the project management and the existing team members (White & Fortune, 2002). The model establishes the project transaction, which consists of the invitation to bid should be certainly involved within the overall project life cycle altogether.

Lecouvre-Soudain and Deshayes (2006) provides a pertinent clarification for which project market can be successfully considered. Following this line of reasoning, the notion of project marketing will certainly focus on the marketing environment for which project is being conducted as well as the environment decisions that facilitates the decision that enables the overall realisation of the project as a whole (White & Fortune, 2002). The notion related to marketing and promotion of projects results to a wide array of relationship and transactional-based directions.

In this regards, this perspective certainly considers the vision and mission of the role of strategies marketing for which a given project is being marketed and as project marketing focuses on the research and the development of projects and its overall opportunities (Lecouvre-Soudain & Deshayes, 2006). At the present moment, there are four phases of project marketing and thus, promotion that depends with the complexity and dynamicity of the project and its overall marketing process and they include the following process;

- i) Pre-project marketing; at this phase, the project is not existence yet however; the supplier expects a set of rules and action range; formulates the expected set of targets and fairly keeps in touch with the clientele base (Lecouvre-Soudain & Deshayes, 2006).
- ii) The marketing conducted at the very initial phase of the project; is the immediate step for which a supplier initiates with the co-development of both rules and regulations in addition to the formulation of network of influential relationships (Lecouvre-Soudain & Deshayes, 2006).
- iii) On-going project marketing/promotion; is the other step that involves the manager; client and other outsourced services that permits the re-negotiation; follow-ups and the underlying set of meetings that connects with each stakeholder present with constant relationship and till the very end of the entire project as a whole.
- iv) Marketing anticipates formulating circumstances of future pertinent project; is a process that focuses on mastering of the on-going project and this fairly corresponds to the potential periods for which there were no set of projects and international project marketing frameworks and thereby disconnect the project manager to focus on future projects (Lecouvre-Soudain & Deshayes, 2006).

At the project management level, the method of sales will greatly involve the kind of influence directed towards the existing project team members. The following set of influences will be efficiently be used to promote the project goals and objectives to the teams.

First, project management can opt to use authority as a way of exerting and therefore, influencing project team members into going forward with the specifics of the project and getting them all psyched up (Jaafari, 2001). For most cases, the notion of authority emanates from the position held within a given already established organisation structure that certainly extends to the particular tasks and responsibilities held by each team member. This allows the project manager to sell the idea of the task to their subordinates since in doing so, they represent a role duty but when they execute this influence as a peer then it might turn out to be ineffective at the end. It is important that project managers engage in seeking upward appeals and thereby source for power by way of requesting for permission to ensure that some of the team members are compelled to execute their responsibilities (Jaafari, 2001). Secondly, the project manager might to go ahead and apply their expertise knowledge in the area and thus, solicit for influences. In the event that the project management goes ahead to pitch for the project to the team members and the course of doing so, portray a great deal of knowledge within the specific area of duty then they would likely enjoy lots of credibility and be able to promote the goals and duties of the project as a whole. In this regard, the project manager's superior knowledge in the field is readily translated into being a rich resource that team members can learn from and thereby would lend credibility to the team works.

Another closely related area of selling the project relates to professional advancement for which project managers are perceived to impose some form of control over a good number of professional advancements in place. For this case, salary increments and making sure to promote the entire team plays a good role in selling the ideas and goals of the project to the underlying team (Kerzner, 2002). The underlying approach can also extend to project managers going ahead to formulate work-related incentives especially to the members that are eligible for any form of pay increments or even promotion by way of agreeing to develop letters of recommendation that could help each of the team member secure a lateral shift within the project task as a whole. Subsequently, there are coercive behaviours that can be embraced as an approach that can be used to promote the notion of the project (Kerzner, 2002).

### **III. PROMOTION AT THE REGIONAL MANAGEMENT LEVEL**

This can be effectively done using a good number of ways that extends to:

First, the project management should focus on developing client-specific capacities that should certainly be based on a repetitive form of interaction with the clientele base. This certainly will help the researcher to understand the plights of the community for where the scientific study is expected to take effect (Kerzner, 2002). The overall understanding of whatever that the clientele needs is a sure way of ensuring that the researcher would deliver the best of the results to the community. It has been argued, time and over again, that a project manager that portray a great deal of clientele orientation and promotion efficiency would make efforts to gain pertinent knowledge on the specific issues that the participants of the study would likely have addressed and then make pertinent efforts to impress them by way of effectively meeting their needs altogether (Kerzner, 2002).

Secondly, the project management will be expected go ahead and form partnership with local universities and other forms of institutions of higher learning in order to create a rapport that would be adopted in conducting the research. The benefit of having to involve the local universities as a promotion strategy will help in reaching out to a huge clientele base since they are far much aware of the activities of the institutions and already have trust in the capacities (Meredith & Mantel Jr, 2011). Notably so, these institutions possess past records that certainly lists out possible challenges they faced while conducting such researches in the community thereby allowing the smooth running of the project at hand.

Thirdly, the project can be promoted in such platforms as scientific seminars and workshops. This will help in finding out the level of preparedness of the locals in relation to the forthcoming scientific study process (Meredith & Mantel Jr, 2011). It is also within these notable academic places that the project can gain lots of insights on how previous related researches were conducted within the area and highlight their success as well as failures in meeting their respective objectives.

Consequently, the project managers should go ahead and solicit for the project at the numerous scientific functions within the area. This will involve moving from one office to another to gain pertinent set of qualitative and quantitative data that could be useful for conducting the research processes altogether (Meredith & Mantel Jr, 2011). In doing so, the project researcher would come face-to-face with the challenges that might be encountered in the field and probably access notable solutions that they can use in order to manoeuvre their way into achieving the overall objectives and goals of the research study as a whole.

#### **IV. VISIONS FOR THE FUTURE**

The vision of this research study would be to ensure that all interested and affected people are all involved in the promotion process. The project management is expected to make sure that all participants of the study are made aware of the underlying activities of the project tasks. The visions are to formulate the objectives and overall outcomes that are geared towards meeting the specific needs of the client at hand. This will involve altering the direction of the study, if need be, in the course of the exercise in order to customise and focus on meeting predetermined set of goals and objectives altogether.

#### **V. CONCLUSION**

In sum, this paper has successfully argued that project management can opt to use authority as a way of exerting and therefore, influencing project team members into going forward with the specifics of the project and getting them all psyched up; project management can opt to use authority as a way of exerting and therefore, influencing project team members into going forward with the specifics of the project and getting them all psyched up; and adopt professional advancement for which project managers are perceived to impose some form of control over a good number of professional advancements in place.

At the regional management level, the paper has ascertained that project management should focus on developing a client-specific capacities that should certainly be based on a repetitive form of interaction with the clientele base; go ahead and form partnership with local universities and other forms of institutions of higher learning in order to create a rapport that would be adopted in conducting the research; engage promotional strategies related to exploring such platforms as scientific seminars and workshops. This will help in finding out the level of preparedness of the locals in relation to the forthcoming scientific study process.

The vision of this research study would be to ensure that all interested and affected people are all involved in the promotion process. The project management is expected to make sure that all participants of the study are made aware of the underlying activities of the project tasks.

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