

## CH1: Introduction to Integrated Marketing Communications

### The growth of Advertising and Promotion

- Advertising and other promotional methods develop carefully prepared messages to target audiences has given them a major role in the marketing programs of most organisations

### What is Marketing?

- Process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives

#### Marketing Focuses on Exchange

- Informing consumers of an organisation's product or services and convincing them of its ability to satisfy their needs or wants
- Not all marketing transaction involved exchanges money for a tangible product or service e.g. charities, religious groups

#### Relationship Marketing

- Creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit
- Factors:
  - Superior customer values: quality products and services, competitively priced, convenient, delivered on time, support with excellent customer service
  - Mass customisation: make a product or deliver a services in response to a particular customer's needs in a cost-effective way
- It is over more cost-effective to retain customers than to acquire new one

#### The marketing mix

- Combining these four elements "P's" into a marketing program to facilitate the potential for exchange with consumers in the marketing place

### Integrated Marketing Communications

- Coordination the various promotional element and other marketing activities that communicate with a firm's customers
- Centralised messaging function: everything a company says and does communicates a common theme and positioning
- Helps companies identify the most appropriate and effective method for communicating and building relationships with their customers as well as other stake holders
- Messages originating levels:
  - Corporate: various aspects of a firm's business practices and philosophy (mission, practices, culture) all have dimension that communicated with customers and other stakeholders and affect relationships
  - Marketing: send messages to customers and other stakeholders through all aspect of their marketing mixes
  - Marketing communications: all messages should be delivered and received on a platform of execution and strategic consistency in order to create coherent perceptions among customers and other stakeholders

#### Reasons for the Growing Importance of IMC

- Understand the value of strategically integrating various communications functions rather than having them operate autonomously
- Easiest way for a company to maximise the return on investments in marketing promotion
- Adaptation to a changing environment, technology and media

#### The role of IMC in Branding

- Brand identity: encompasses entire spectrum of consumers awareness, knowledge and image of the brand as well as the company behind it

# Integrated Marketing Communication Exam Paper

**CO Houle**



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Strategic Integrated Marketing Communications Larry Percy,2018-04-30 The key to effective integrated marketing communication is planning and that is what this book is all about It provides a disciplined systematic look at what is necessary to the planning and implementation of an effective IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then looks at what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media Everything is then pulled together providing a detailed practical overview of the strategic planning process what goes into it and how it is implemented Numerous examples and cases are included along with desktop tools and worksheets for developing and implementing an IMC plan Thoroughly updated with special attention throughout to the increasing importance of digital media in marketing communication new to this edition are the introduction of a general model of positioning and the important relationship between positioning and brand awareness and brand attitude strategy a look at the role of the preconscious in message processing a much expanded look at media and media planning concepts an expanded and more detailed section on digital media a section on content marketing

**Social Media and Integrated Marketing Communication** Jeanne M. Persuit,2013-07-18 Social Media and Integrated Marketing Communication A Rhetorical Approach explores social media in the areas of corporate identity brand narratives and crisis response from a rhetorical perspective Key ideas in this text are social media as epideictic rhetoric the rhetorical setting that deals with the present and matters of virtue and education and how rhetorical decorum a component of Cicero s third Canon of Style can guide organizations and their audiences toward more ethical and effective integrated marketing communication IMC This strategy emphasizes changing behavior not just

attitudes Because social media leaves traces of communication that may be with us for the foreseeable future Social Media and Integrated Marketing Communication frames the conversation about social media and IMC to move away from a risk reward or a return on investment orientation and toward a focus on social media as communicative action that is attentive to this historical moment to organizations and their audiences and to communication ethics Through this Pursuit asks how organizations can engage in decorum in their online IMC efforts while at the same time considering how their audiences can engage in decorum as well Neither romanticizing nor demonizing the areas of social media and IMC instead this text offers a pragmatic understanding of these areas that finds a place in the theory of the communication discipline CIM Coursebook 06/07 Customer Communications Maggie Jones,2012-11-12 Elsevier Butterworth Heinemann s 2006 2007 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings **Customer Communications 2006-2007** Maggie Jones,2006 Elsevier Butterworth Heinemann s 2006 2007 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings Written by the CIM Level verifier for the Cim Certificate and fully endorsed by the institute to guide you through the 2006 2007 syllabus Each text is crammed with a range of learning objectives cases questions activities definitions study tips and summaries to support and test your understanding of the theory Contains past examination papers and examiners reports to enable you to practise what has been learned and help prepare for the exam **Customer Communications, 2007-2008** Maggie Jones,2007 Carefully structured to link information directly to the CIM syllabus this coursebook text offers a range of cases questions activities definitions and study tips to support and test your understanding of the theory Each coursebook includes access to Marketingonline.co.uk for further support *Journal of Integrated Marketing Communications* ,2008 **Integrated Marketing Communications**

**Symposium** McGraw-Hill/Contemporary,1995 The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition Clarke L. Caywood,2011-12-30 The definitive guide to PR and communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for success for many years to come *AMA Educators' Proceedings* ,1983 **Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications** Terence A. Shimp,1997 The fifth edition of Terence Shimp's market leading Advertising Promotion and Supplemental Aspects of Integrated Marketing Communications fully integrates all aspects of marketing communication providing a more complete treatment of sales promotion point of purchase communications and advertising media selection than any text on the market Thoroughly revised and updated this new edition is more useful current and student friendly than ever *Acta academica* ,2009 **Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications** Terence A. Shimp,2000 Alberta Authorized Resource 2003 2009 **Integrated Advertising, Promotion, and Marketing Communications** Kenneth E. Clow,Donald Baack,2007 This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project with free Advertising Plan Pro software in every copy The volume addresses integrated marketing communications corporate image and brand management consumer buyer behavior business to business buyer behavior promotions opportunity analysis advertising management advertising design both theoretical and executional frameworks IMC promotional tools and integration tools For marketing professionals and ad agency account executives Research Report University of South

Africa. Bureau of Market Research,2002      Sports Sponsorship and Marketing Communications Wim Lagae,2005 This text concentrates primarily on the objectives of marketing communications in sport and examines how sponsors can utilise sport sponsorship to achieve brand and sales related objectives      **Advertising & Promotion** Belch, George E. (George Eugene),Michael A. Belch,Michael Angelo Guolla,2005      International Journal of Advertising ,2009      AEJMC News ,2004  
**Marketing Communications Strategy** Tony Yeshin,1995

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