

Programme Education Objectives (PEOs)

Every Student Manager -

1. Will be recognized as a creative and an enterprising team leader
2. Will be a flexible, adaptable and an ethical individual
3. Will have a holistic approach to problem solving in the dynamic business environment.

Course Objectives

CO1 - For a given branded item, the student manager will be able to distinguish between a product and a brand and will be able to compile various advantages a brand offers over the product.

CO2 – Given the values of various brand assets such as brand loyalty, brand awareness, perceived quality and brand association for a given brand, the student manager will be able to determine the quantum of enhancement in the value provided by the given brand.

Contd...

CO3- Given the situation of brand identity, brand meaning, brand response and brand relationship, the student manager will be able to propose brand building steps to be taken.

CO4 - Given the proprietary brand assets (brand elements) such as (Logo, Trade Mark, Patent, Jingles, Slogan, Packaging etc), the student manager will be able to justify the role of these brand elements in building Consumer Based Brand Equity.

Contd...

CO5 – Given the situations like Social Messaging, Television Advertisement and Brand Communication Messages the student manager will be able to contrast between Marketing Communication & IMC and will be able to justify the strategic nature of IMC.

CO6 - When the objective of an advertisement campaign is solely Sales and qualitative and quantitative data on Pre & Post Advertisement Campaign is given, the student manager will be able to apply DAGMAR approach to assess the effectiveness of an advertisement campaign on Sales. Also the student manager will be able to evaluate the role of data in designing an IMC campaign.



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Unit I_

Integrated Marketing Communication

For Internal Circulation and Academic
Purpose Only



Marketing Communication

For Internal Circulation and Academic
Purpose Only

Functional Areas of Marketing Communication

- Marketing Communication _ Defined –
- “ A targeted interaction between customers and prospects using one or more media.
- Marketing Communication tries to integrate all the four P’s of marketing mix.

Elements of Marketing Communication (Belch & Belch-1986)

Source

- Organizations Creating/Selling Products/Services

Message

- Product Knowledge, Signs & Symbols

Receiver

- Consumers , Prospects and Company's Stake Holders.

Marketing Communication Mix

Advertisin
g

Sales
Promotion

Public
Relations

Personal
Selling

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Integrated Marketing Communication (IMC)

- Focused on Relationship Marketing
- IMC laid emphasis on creating, developing and sustaining the long lasting relationship with the individual customers and other stake holders for mutual Benefits.(Tom Duncan)
- IMC is a coordinated tool to communicate effectively and present a consistent image of the organization to the target market. (Olujimi Kayode)
- IMC is strategic in nature.

Importance of IMC

- Better value addition through strategically integrating various communication functions than by operating in silo.
- Achieving synergy between marketing tools.
- IMC makes the organization to adapt to the changing environment with respect to consumers, technology and media.

Strategic Planning Process for IMC

1

- Setting Communication Goals

2

- Determining Roles of Each Medium

3

- Creating Messages

4

- Placing Messages in appropriate media

5

- Message Results

6

- Adjustment in Message or Media

Types of IMC Strategies

1. Customer Retention Strategy
2. Customer Acquisition Strategy

IMC Tools

1. Advertising
2. Direct Marketing
3. Sales Promotion
4. Publicity
5. Public Relations

IMC Partners

1. Advertiser or Clients
2. Advertising Agency
3. Media Organization
4. Marketing Communication Specialists
5. Collateral Services.

1. Advertisers or Clients

- Key Participants in IMC process.
- Have the products/services/cause to be advertised.
- They pay for the promotion campaigns.
- Their decision is final about employing a promotional programme.
- They are also known as sponsors for a promogram.

2. Advertising Agency

- External firm specializing in creation, production and placement of the communication message.
- They also provide other facilitating services.

3. Media Organizations

- They provide primarily information and entertainment to their subscribers, viewers or readers.
- They also act as media planners.
- They also provide environment for firm's marketing communication messages.
- Media is a channel reaching the advertiser to their target audience.

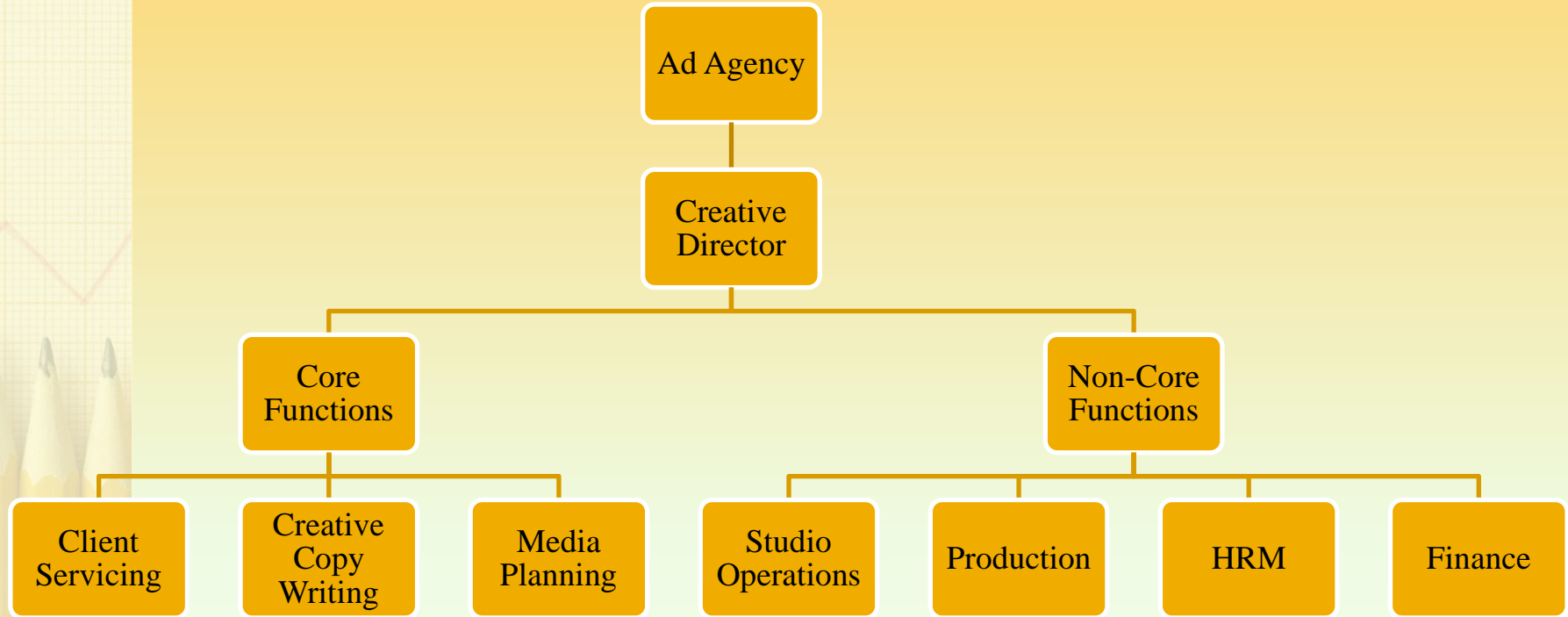
4.Specialized Marketing Services

- Include Direct Marketing Agencies, Sales Promotion Agencies, Interactive Agencies and Public Relations Firms.
- And provide services in the area of their specialization as per their expertise

5. Collateral Services

- Provide a wide range of function to the advertisers, Agencies, Media Organizations, and specialty service organizations.
- They include marketing research companies, package design firms, media buying firms, photographers, printers, production houses and event marketing companies.

Organization of Advertising Agency



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- The marketing communication touches the following functional areas. (Belch & Belch -1986)
- 1.Information – During introductory stage
- 2.Persuasion – During growth stage
- 3. Combines information & persuasion – During maturity & decline stages of the PLC.