

MMK393 IMC EXAM NOTES

Topic 1: Integrated Marketing Communications

IMC – the planning, creating, integration and implementation of marketing communication tools and messages to targeted customers

Brand Equity – the consumers' perceptions of the brand name of a product/service rather than the product/service itself

Brand Equity Framework

- Brand Knowledge
 - Brand Awareness
 - Brand Recognition
 - Brand Recall
 - Brand Image
 - Favourability, strong and unique brand associations
 - Brand Associations
 - Benefits
 - Symbolic
 - Functional
 - Experiential
 - Attributes
 - Product Related
 - Non Product Related
 - Attitude
 - Overall Evaluation

Marketing Communication Mix

1. Point of purchase communication
2. Publicity
3. Sponsorship marketing
4. Personal selling
5. Sales promotion
6. Advertising



IMC integrates 6 marketing communication tools

7. Marketing public relations
8. Digital marketing communications

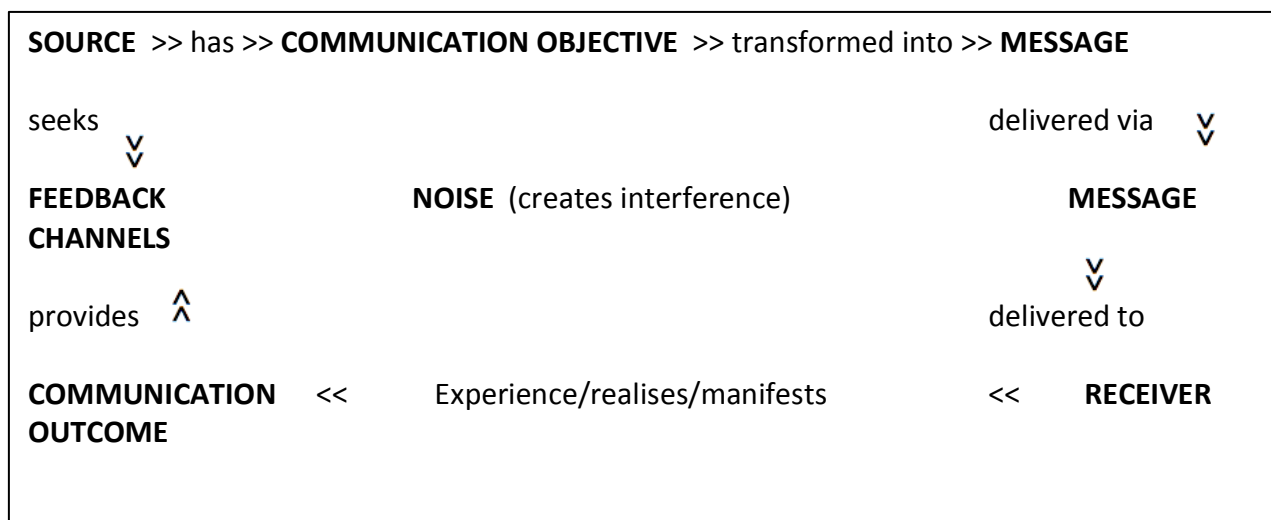
Topic 2: Communications Process

Message Strategy for Communication

- What message are you sending?
- How will you say it?
- Who are you sending it to?
- How will it be received?
- Will they understand the message?

7 Elements in the Communication Process

1. Source → marketing communicator; client
2. Communication Objective → awareness; image; influence; behaviour
3. Message → the symbolic expression; gets intent across; advertisement; display
4. Message Channels → the path to the receiver; media
5. Receiver → target audience
6. Feedback → how message and outcome monitored objectives (brand awareness, attitude change, brand associations, behaviour)
7. Noise → distortion or interference of intended message



Figurative Language for Clearer Messages

- Simile – a comparison using like or as (Goodyear tyres grip like a panther)
- Metaphor – uses one thing to mean another (Toyota is the king of cars)
- Allegory – has a hidden meaning or moral

- Personification – using personality features on a product

Consumer Processing Model of Rational and Systematic Behaviour

1. Exposure to information
2. Selective Attention
3. Comprehension
 - a. Can the consumer understand the message?
 - b. Is processing influenced by context such as noisy shop or time pressure?
 - c. Are perceptions influenced by personal characteristics such as mood, needs or bias?
4. Agreement
 - a. Credibility of message
 - b. Compatibility with existing values
5. Retention
6. Retrieval
 - a. Long term memory – marketers need to build this to influence future purchases
 - b. Short term memory – information not recollected will be lost in 30 seconds
7. Decision making
8. Action

Topic 3: Persuasion

Persuasion and Attitude Components

- Persuasion means changing attitude components by changing over and over again
 - We all will change for example at uni we are unconsciously shaped to be a certain way through motivation, opportunities and ability
1. Cognitive (thinking)
 - a. Brains are a sponge, knowledge
 - b. A person's beliefs about an object or issue
 2. Affective (feeling)
 - a. We can affect someone's feelings, thinking and behaviours
 - b. A person's feelings and evaluations
 3. Conative (behaving)
 - a. Behaviour modification; how to get someone to do something
 - b. A person's behavioural tendency towards an object