

MKTG2238 & Integrated Marketing Communications

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Introduction

Marketing Communications (MARCOM) employed by all firms to differing degrees; directed at consumers or businesses B2C or B2B.

IMC – Integrated Marketing Communications Marketing Communications Objectives and Terminology

Companies have a variety of general objectives for their marcom programs: (1) *Informing* customers about their products, services and terms of sale. (2) *Persuading* customers to choose certain products and brands, shop in particular stores, go to certain websites, attend events, and other specific behaviours. *Inducing action* (e.g. purchase behaviour) from customers that is more immediate than delayed in nature – usually completed sequentially, h/e sometimes clash.

These objectives are completed using a variety of marcom tools, incl. mobile/TV advertising, sales people, social media, point-of-purchase displays, interactive packages, direct mail, group-online- coupons/Groupon, free samples, publicity releases and other comm. And promotional devices.

Marketing Mix: product, price, place/distribution, promotion.

Communications: :”the process whereby commonness of thought is established and meaning is shared between individuals or between organisations and individuals”.

Marketing: “human activity directed at satisfying (customer) needs and wants through exchange process”.

Marketing Communications: “the collection of all elements in an organisation’s marketing mix that facilitate exchange by establishing shared meaning w. it’s customers”. Note: all marketing mix variables can communicate with customers.

Marcom then can be both intentional (advertising/promotion) and unintentional (prod. feature/location/price).

Promotional Mix Elements

Promotion management employs a variety of methods to meet customer needs and prompt action – known as the promotional mix.

Promotional mix elements incl.:

Advertising: “any paid form of non-personal (simultaneously comm’s to multiple receivers) communication of ideas, goods or services by an identified sponsor (the advertiser)” incl. mass media outlets – TV, magazines, newspapers etc.

Public Relations/PR: “an organisational activity involved with fostering goodwill b/w a company and it’s various publics (employees/suppliers/consumers/government agencies)”. Focus of PR in IMC is with the marketing-orientated aspects of communications with publics i.e. publicity, product releases, etc. Publicity is non-personal communication to a mass audience, h/e unpaid by company and usually comes in the form news items or editorial comments re. a comp’s prod/services.

Sales Promotion: “consists of all promotional activities that attempt to stimulate short-term buyer behaviour – attempt to promote immediate sales”. SP’s are directed at the trade (wholesalers/distributors/retailers), consumers and comp’s own sales force. *Trade sales promotion* incl. display allowances, quantity discounts etc. to activate wholesaler and retailer responses. *Consumer sales promotion* incl. the use of coupons, premiums, free samples, contests/sweepstakes and rebates.

Personal Selling: “paid, person-to-person communication in which a seller determines needs and wants of prospective buyers and attempts to persuade these buyers to purchase the company’s products or services” – face-to-face vs. telephone/online contact.