

Welcome to the Class of Marketing (Sem II)

Unit IV

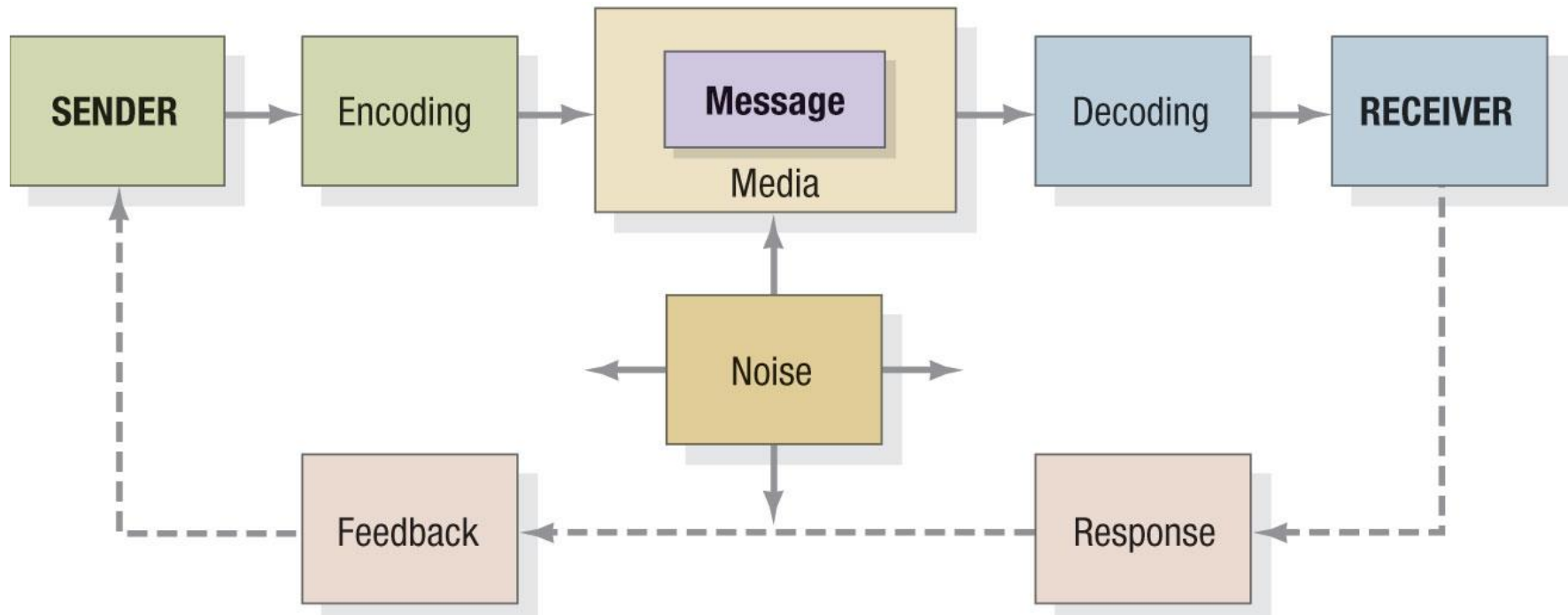
Topic: Integrated Marketing Communication-I

**Dr. Ritu Narang,
Department of Business
Administration,
University of Lucknow**

Objectives

- To re-familiarize with communication process & barriers to communication
- To understand the meaning and role of marketing communication
- To find out the role of integrated marketing communication in marketing mix
- To become aware of different communication platforms
- To comprehend the characteristics of communications

Elements in the Communication Process & Barriers to Communication



Holistic Marketing Perspective

- “integrating the value exploration, value creation, and value delivery activities with the purpose of building long-term, mutually satisfying relationships and co-prosperity among key stakeholders.”

Marketing Mix

- Product
- Price
- Place
- Promotion/Communication Mix

Marketing Communication

The means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

Integrated Marketing Communication (IMC)?

- Integrating all promotional tools so that they all work together in harmony.
- Southwest airlines has launched an IMC campaign (Transfarency)- TV, print, radio and digital media to demonstrate how payments can be made for flight changes, snacks and drinks.

Communications Objectives

- Category Need
- Brand awareness
- Brand Image
- Purchase Intention
- Brand relationship & loyalty

Communication Platforms

Advertising

- Print and broadcast ads
- Packaging inserts
- Motion pictures
- Brochures and booklets
- Posters
- Billboards
- POP displays
- Logos
- Videotapes

Sales Promotion

- Contests, sweepstakes
- Premiums
- Sampling
- Trade shows, exhibits
- Coupons
- Rebates
- Entertainment
- Continuity programs

Communication Platforms

Events/ Experiences

- Sports
- Entertainment
- Festivals
- Arts
- Causes
- Factory tours
- Company museums
- Street activities

Public Relations

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying

Communication Platforms

Personal Selling

- Sales presentations
- Sales meetings
- Incentive programs
- Samples
- Fairs and trade shows

Direct Marketing

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail

Characteristics of Communications

Advertising

- Pervasiveness
- Amplified expressiveness
- Impersonality

Sales Promotion

- Communication
- Incentive
- Invitation

Characteristics of Communications

Public Relations and Publicity

- High credibility
- Ability to catch buyers off guard
- Dramatization

Events and Experiences

- Relevant
- Involving
- Implicit

Characteristics of Communications

Direct Marketing

- Customized
- Up-to-date
- Interactive

Personal Selling

- Personal interaction
- Cultivation
- Response