

INTEGRATED MARKETING COMMUNICATION STRATEGY



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Description

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INTEGRATED MARKETING COMMUNICATION STRATEGY

UNIT-I

The growth of advertising and promotion, the evolution of IMC and a contemporary perspective, Promotional Mix: a tool for IMC, Analysis of the communication process, Role of IMC in the marketing process, Developing Marketing Planning Program, Role of Advertising and Promotion.

UNIT-II

Participants in the IMC process: The clients Role, Role of advertising agencies, Types of Ad agencies, Agency compensation, evaluating agencies; An Overview of Consumer Behavior: Consumer decisionmaking process, Environmental influences on consumer behavior, Alternate approaches to consumer behavior

UNIT-III

Analyzing the communication process: A basic model of Communication, cognitive response approach, elaboration likelihood model; Source message and channel factors; Objectives and budgeting for IMC programs: Establishing objectives and budgeting for promotional programs; DAGMAR: An approach to setting objectives, problems in setting objectives, Establishing and allocating the promotional budget; Developing the IMC program: Creative Strategy: Planning & development, Implementation and evaluation.

UNIT-IV

Media planning and Strategy: Developing the media plan, Establishing media objectives, Developing and implementing media strategies, Evaluation and follow-up; Evaluation of media: television & Radio, Evaluation of Print Media: Support Media, Direct Marketing, Direct Selling, The internet and interactive media, sales promotion, public relation, publicity and corporate advertising. Measure the effectiveness of the promotional program. International advertising and promotion, regulation of advertising and promotion, evaluating the social, ethical and economic Aspects of advertising and promotion