

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **7001BUSMK** (108301)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	1 group presentation of an IMC campaign.	50.0	
Essay	AS2	1 individual essay.	50.0	

Aims

To empower students with knowledge of IMC, its component parts, the need for integration, and the methods to employ these for optimum benefit.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply branding, positioning and communications theories and models to the IMC process.
- 2 Critically evaluate the major advertising creative strategies and execution styles and apply these to design an IMC campaign.
- 3 Examine the financial context within which organizations measure brand equity and set and evaluate promotional spend.
- 4 Design a media plan, using reach and frequency models for optimum coverage.
- 5 Critically evaluate and apply a range of IMC support tools, including sales promotions, direct and on-line media, Public Relations, corporate communications, sponsorship, packaging and point-of-purchase materials.
- 6 Demonstrate professional presentation skills.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group presentation	1	2	4	5	6
Individual essay	1	2	3	5	

Outline Syllabus

Introduction to integrated marketing communications, its underlying principles, and its relationship to marketing.

The communications process and models.

Promotional and media planning.

Financial statements and budgeting techniques relating to branding and advertising/promotional spend.

Advertising creativity, appeals, execution strategies and theoretical perspectives.

Sales promotions.

Direct and on-line marketing, web design and advertising, and metrics to measure.

PR and publicity, corporate communications and sponsorship.

Packaging and point-of-purchase merchandising.

Learning Activities

Interactive lectures, workshops, case study analysis, presentations, videos and private study.

Formative assessment via presentation with peer review.

References

Course Material	Book
Author	Belch, G E and Belch, M A
Publishing Year	2007
Title	Introduction to Advertising and Promotion
Subtitle	An Integrated Marketing Communications Perspective

Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2006
Title	Marketing Communications
Subtitle	Contexts, Strategies & Applications
Edition	
Publisher	Prentice-Hall
ISBN	

Course Material	Book
Author	Shimp, T A
Publishing Year	2007
Title	Advertising, Promotion & Supplemental Aspects of IMC
Subtitle	
Edition	
Publisher	Dryden
ISBN	

Course Material	Book
Author	Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Advertising Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	International Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	

ISBN	
-------------	--

Course Material	Book
Author	Advances in Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Behaviour
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Psychology & Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module looks in depth-at the range of IMC tools and will equip students to design an IMC campaign to launch a new brand, and to critically analyse a range of theoretical perspectives relating to IMC.

See What's "Advertising, Marketing, Promotion, Public Relations and Publicity, and Sales?". Advertising is specifically part of the "outbound" marketing activities, or activities geared to communicate out to the market, for example, advertising, promotions and public relations. ("Inbound" marketing activities are geared to communicate in from the market, and includes, for example, market research to learn about customers needs and wants.) Now quickly scan the list of subtopics and their order on this page to understand even more about Advertising.Â Introduction. Advertising and promotions is bringing a service to the attention of potential and current customers. Advertising and promotions are best carried out by implementing an advertising and promotions plan. Advertisement - Introduction - Are you planning to promote your newly started business OR just want to buy a new smart phone?Â Advertisement promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is " it carries factual information with fascinating emotional appeal. Hence, without a proper advertisement no business can prosper. What is a Buzz? The literal meaning of "Buzz" is " a low, continuous humming or murmuring sound." In the advertising sense, it is a technique of marketing. It is getting viral these days. Buzz marketing technique relies upon the power of one-on-one personal messages. Advertising and promotion are two marketing terms that often get used synonymously. Let's set the record straight and say that they are not the same thing, in fact, they are quite different. Both advertising and promotion are part of the marketing communications mix along with public relations, personal selling and direct marketing. This mix of marketing tools shows the dynamic approach marketers use to promote a business, venture or event.Â Most companies plan advertisements to get maximum exposure by assessing their target audience, the media platforms available to them (inside of the budget and applicable to the target audience), and the message they are trying to convey. These variables ultimately determine how the advertisement ends up reaching the public.

Chapter and Lecture Outline I. INTRODUCTION TO MARKETING AND PROMOTIONS PROCESS MODEL A model is presented at the beginning of the chapter (Figure 2-1) which is a useful framework for analyzing how promotion fits into an organization's marketing program.Â Various aspects of advertising and promotion such as promotional spending, media and creative strategy, and sales promotion are often directly affected by competitors. An important aspect of marketing strategy development is the search for an advantage over the competition. A competitive advantage refers to something unique or special a firm does or possesses that gives it an edge over competitors. 19 Full PDF related to this paper. Introduction to Advertising and Promotion : an Integrated Marketing Communications Perspective /. Download. Introduction to Advertising and Promotion : an Integrated Marketing Communications Perspective /. Michael Belch. MARK 301 Marketing Communications Course Outline 2006 MARK 301: Marketing Communications Welcome to MARK 301, Marketing Communications!Â Although the course covers the full range of marketing communications tools, a substantial component focuses on advertising. Whether you are undertaking this course simply to learn more about this field of marketing, or intend making a career in marketing communications, I'm sure you will find MARK 301 both enjoyable and rewarding.

Advertising is an important tool of promotion. Advertisement is a non-personal presentation of an idea or a product (where as personal selling or salesmanship help in personal promotional.) Advertisement supplements personal selling to a great extent. Advertising has, acquired great importance in the modern era characterized by tough competition in the market and fast changes in technology, and fashion and taste customers. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product -Public Service Advertising Advertising that contains a socially positive message and encourages pro-social activity. It may not be paid for by an advertiser (the advertising time or space may be donated). Usually, public service advertising is generated by a non-profit advocacy group or a governmental organization. Common examples include anti-drug advertising, support the troops, and pro-recycling efforts. In order for TV stations to receive a license from the FCC, they must agree to provide a certain amount of free time for Public Service Advertising. The Purposes of Advertising[edit | edit Pros to Advertising. The benefits of advertising are pretty obvious. If youâ€™re a new company seeking a customer base, advertising is the quickest and most efficient way to get your name out there. Exposure can be very high if the ads are designed correctly and the appropriate media outlets are chosen. In general, advertisers want to create one-of-a-kind campaigns that leave no room for competition. The idea is to be so good and so unique that customers donâ€™t even bother with other companies in your industry. However, when it comes to promotions, competitors can imitate what youâ€™re doing and cause customers to be stuck questioning which promo they should take advantage of.

1. Introduction to Promotion
2. Meaning of Promotion
3. Definition, Purpose and Importance
4. Concept
5. Characteristics
6. Objectives
7. Nature
8. Kinds
9. Tool
10. Purpose
11. Social Aspects
12. 1. Advertising: It is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. It is impersonal salesmanship for mass selling, a means of mass communication.

Advertising can also serve to communicate an idea to a mass amount of people in an attempt to convince them to take a certain action, such as encouraging 'environmentally friendly' behaviors, and even unhealthy behaviors through food consumption, video game and television viewing promotion, and a "lazy man" routine through a loss of exercise. ...Â Most of the time, advertising is being sponsored by individuals or organisations with the purpose to change the people's perception towards institutions, products, services or opinions (Belch & Belch 2003) . With branding and advertising activities, it is able to convey values to the customers in terms of products and services. Introduction to advertising & promotion : an integrated marketing communications perspective. Item Preview. > remove-circle. Share or Embed This Item. Share to Twitter. Share to Facebook. Share to Reddit. Share to Tumblr. Share to Pinterest. Upgrade to remove adverts. Only RUB 220.84/month. Chapter 12: Introduction to Promotion Mix, Advertising and Public relations. STUDY. Flashcards.Â 5 Promotional Tools. 1. Personal Selling 2. sales promotion 3. advertising 4. Public relations 5. Direct marketing. advertising, personal selling, sales promotion, public relations, direct marketing. 1. Personal Selling. Personal interactions by sales force to sell and build customer relationships. 2. sales promotion. Short-term incentives to purchase. 3. advertising. Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. 4. Public relations. -Public Service Advertising Advertising that contains a socially positive message and encourages pro-social activity. It may not be paid for by an advertiser (the advertising time or space may be donated). Usually, public service advertising is generated by a non-profit advocacy group or a governmental organization. Common examples include anti-drug advertising, support the troops, and pro-recycling efforts. In order for TV stations to receive a license from the FCC, they must agree to provide a certain amount of free time for Public Service Advertising. The Purposes of Advertising[edit | edit