

Integrated Marketing Communications

Promotion & IMC

What is marketing?

- *The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization objectives*

Marketing facilitates the exchange process by:

- Carefully examining the needs and wants of consumers
- Developing a product or service that satisfies these needs
- Offering it at a certain price
- Making it available through a particular place
- Developing a program of promotion or communication to create awareness and interest

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Four Ps--product, price, place, and promotion are elements of the marketing mix.

- The basic goal of marketing is to combine these four elements into a marketing program to facilitate the potential for exchange with consumers in the marketplace

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Promotions

- Promotion is the communication process in marketing used to create a favorable predisposition, toward a brand of product service idea or person
- Promotional mix is the blend of communication tools used by a firm used to carry out the promotion process, and used to communicate directly with target audiences

IMC

- IMC is the management of the promotional tools
- An attempt to create a unified, synergistic communication effect
- Use all the tools that are necessary to create the desired communication
- Less concerned with how the message is delivered (e.g., advertising, PR) and more concerned with the effectiveness of the total marketing communications plan