

Integrated Marketing Communications

A23C510

Open University

INTRODUCTION

Course process and structure:

- Dates: 6.8.-29.8.2019
- Lectures on Tuesdays and Thursdays at 17:00-19.30
Classroom: U405a, Otaniemi
- Exam, 40% of the final grade
- Group assignment, 60% of the final grade
- Student groups of around 3-5 students per group. Five to six groups in total

Course process and structure:

- Workload

6 credits, 160 hours:

1. Lectures (24h)

2. Case exercises (70h)

3. Independent learning (63h)

4. Exam (3h)

Course process and structure:

There will be three examinations for the course as follows:

- 04.09.19
- 15.10.19
- 19.11.19

The examinations will be organized by the Open University

Course process and structure:

Grading criteria:

90-100 points → 5

80-89 points → 4

70-89 points → 3

60-69 points → 2

50-59 points → 1

Below 50 points → 0/fail

Course process and structure:

Grading criteria, exam:

6 exam questions will be listed in the exam sheet. You will choose 4 questions and answer them in an **essay** based format (no bullet points)

Total points: 40

A minimum of 20 points is required in order to pass the exam

Course process and structure:

Grading criteria, exam:

The group assignment will comprise a written report based on your learning during the course. The report will have no more than 20 pages of text. Three overall grading criteria are considered. They are as follows:

- How *well* and critically the report engages with a or a number of theoretical perspectives elaborated throughout the course. (25 points)
- How well the creative idea is developed and implemented (25 points), and
- Consistency of the written report (10 points)

Course Material:

- Academic journal articles, provided through MyCourses
- Other complementary material
- A good book for those who are interested:

Fill, Chris (2009): Marketing Communications. Interactivity, Communities and Content, 5th edition, Prentice Hall: Essex
(Can be found in the library)

Course Material:

- This course is very much based on lectures, and it is reflected on the exam

Course Material:

- Recommended journals:
 - Journal of Marketing
 - Journal of Consumer Research
 - Marketing Theory
 - Consumption Markets and Culture
 - Journal of Advertising
 - Journal of Interactive Advertising
 - European Journal of Marketing
 - (other journals...!)

Syllabus*

Show syllabus!

The course objectives:

1. Familiarize with the concept of Integrated Marketing Communication (IMC)
2. Understand the strategic nature of marketing communications
3. Learn to identify different functions of marketing communications

The course objectives:

4. Better understand the effects of marketing communications, and ways to measure and study these effects

5. Get to know the IMC planning process

6. Be able to plan and execute marketing communication projects

The course objectives:

7. Understand your ethical responsibility as a practitioner of IMC
8. Form a general picture of the field integrated marketing communications
9. Encourage critical and analytical thinking, and motivate for further studies in marketing communications

So what is
Integrated
Marketing
Communications?

IMC, short version

- Very dynamic (and ambiguous) concept historically
- IMC is basically the “modus operandi” of marketing communications planning + taught universally in business schools
- IMC is above all about making marketing communications more **strategic**

Advertising

-

Marketing Communications

-

IMC

IMC vs. Advertising?

- IMC, marketing communications and advertising are **NOT** the same thing, although they are often regarded the same
- To make it even more confusing, some talk of “integrated marketing campaigns” (a category in Cannes, for example)

The means/tools/tactics of marketing communications

- **Advertising** Direct selling
 - Direct marketing Package design
 - Public Relations (PR) Event marketing
 - Sales promotions Sponsorship
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- These are the means with which an IMC strategy is put into motion
 - At the core of IMC is the coordination of these function, creating synergies between them, connecting them to selling and customer relations and above all, measuring

One way to divide it

Advertising

- Industry organization
- Media planning
- Scheduling
- International issues
- Public relations
- Segmenting and targeting
- Budgeting
- Brand awareness
- Sales
- Positioning
- Legal & ethical issues

IMC

- Branding
- Customer service
- Databases
- SWOT analysis
- Relationship matrix
- Two-way communication
- Zero-based planning
- Lifetime customer value
- Brand equity
- Cross-functional organization
- Customer retention

IMC vs. Advertising?

- To put it simply:

IMC is the strategic and business process part of designing marketing communications.

Advertising is its tactical implementation

Case assignment brief

Groups

- Let's form the case groups NOW so we get it out of the way
- This will be also your student presentation group!
- Form a group of 3-4 people, altogether 5-6 groups

Q&A!