

Integrated
Marketing
Communications

23C510

Course Introduction

The course structure

- Twice a week – Tuesdays and Thursdays from 13:15 to 15:00
- Room: Deloitte room: U 119
- Exam: 40%
- Case study: 60%, in 3-4 person groups

- Workload

6 credits, 160 hours:

1. Lectures (24h)
2. Case exercises (70h)
3. Independent learning (63h)
4. Exam (3h)

Exam

- Thursday, 21 February, 14:00 » 17:00
- Make sure you register
- The examination will be organized by the student office

- Grading criteria:
- 90-100 - 5
- 80-89 - 4
- 70-79 - 3
- 60-69 - 2
- 50-59 - 1
- Below 50 points = 0/fail

- 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

Attendance

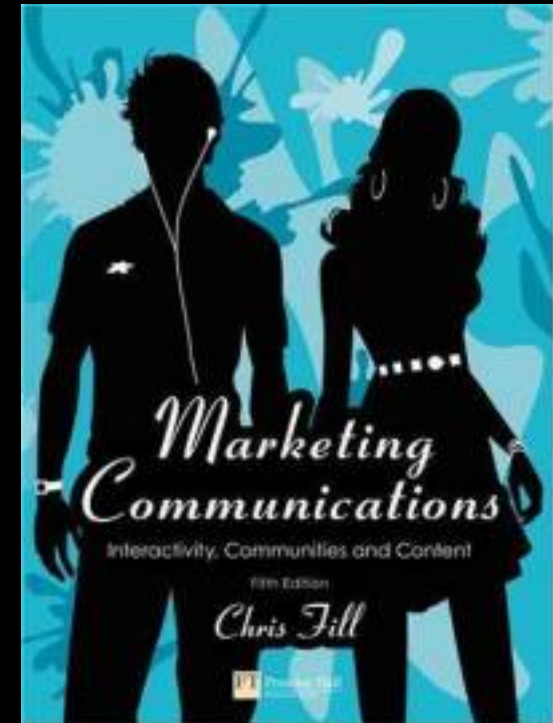
- Mandatory attendance (80%)
- Two absences allowed
- More than two absence = point reduction
- Point reduction, affects the final grade
- 5 points reduction per extra absence (from the total grade points)
- More than 5 absences = fail the course

Final assignment grading criteria

- 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.
- Overall grading criteria are as follows:
- How *well* and critically the report engages with market research and with a/or a number of theoretical perspectives elaborated throughout the course. (25 points)
- How *well* the big or creative idea is developed and implemented (25 points), and
- Consistency of the written report (10 points)

Course material

- Academic journal articles, provided through Noppa
- Other complementary material
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 webpage:

<https://mycourses.aalto.fi/course/view.php?id=19888>

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 (cont.)

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 (cont.)

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

So what is
Integrated
Marketing
Communications

IMC REALLY 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 of marketing communications

- **Advertising**
 - Direct marketing
 - Public Relations (PR)
 - Sales promotions
 - Direct selling
 - Package design
 - Event marketing
 - Sponsorship
 - Customer service
-
- These are the means/tools by 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 study brief

About the case

- In the case study the students will get to use what they have learned in a practical exercise, 60% of the grade
- The case study is done in groups of 3-4 student groups

Overall

- Design a 12 month IMC campaign that **effectively and remarkably communicates the case company's promise!**
- The should be scalable to be completely media neutral
- From the idea to a media specific implementation

Requirements

- The paper has to have a cover letter, abstract, index, references and all visuals, benchmark pictures
- Double-spaced, 12pt font, 2.5 cm margins
- Cite at least 10 academic journal papers (I'll will provide several to start with)

Requirements

- For your case solution to be truly excellent, you need to do some actual research
- For example, previous year's groups did surveys, newspaper reviews, field interviews, expert interviews, gathered numbers from social media etc.
- **WHAT WILL YOU DO TO IMPRESS US?**

Important things

- Make it realistic in terms of budgeting
- Remember, you're not ad designers, you're MC strategists (though examples are always good) → this is more about the "thin red line" / "the big idea" of the campaign
- Key ideas: strategy, research-based, analysis, measurements, holism, dynamism, attainability, impact etc.

A good case study

- Scheduling is important, but with budgeting at least show some realism
- I want to see numbers, or at least attempts of measuring and basing your decisions on research
- **Remember: IMC is very analytical in its approach! And everything needs to be connected!**

Case Study

- A fashion company X has been established in Finland in 2015. It makes clothes for both women and men. Its target group is working women and men of age between 25 – 45 (free to come up with different target group)
- The first fashion line will be introduced in Spring (March) 2019
- A fashion event will be organized to commemorate this journey. The brand/company has not conducted integrated marketing communications before

Cont.

- Though, few times the fashion designer has appeared on the media
- Also, active on Facebook, Twitter, Instagram, and other social medial platforms...

Cont.

- The fashion designer values elegance and simplicity in her/his designs
- Prefers plain colored fabrics. According to the head designer, her/his clothes are casual-high-end style
- These elements are supposed to guide the company's "value proposition"

- The company X run by this fashion designers needs your marketing communication expertise to help her/him out in successfully entering the market.
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- Your task as a group is to act as a marketing communication agency (i.e. creative agency) and create an integrated marketing communication campaign for company x.

What to take into account

- Strategy + project
 - What is the brand about: brand value statement
 - Positioning
 - What is the *problem*?
 - Awareness, price problem, image problem, market share...!
 - Who are company X's potential customers?
 - Segment
 - Insights
 - Creative idea

- Market analysis
 - complete analysis
- Once consumers insights are generated, you may commence to generate the creative idea for the campaign
- Tactical implementation
 - Media channels
 - Promotional mix: advertising, PR ...

Final assignment
deadline: 28.2.2019 by
24:00h

To be returned via
MyCourses designated
folder

Student lectures (group)

- Each group will give a short lecture on a designated communication mix tool/tactic
- G1: Public Relations (PPT presentation)
- G2: Sponsorship (PPT presentation)
- G3: Sales promotion (PPT presentation)
- G4: Personal selling (PPT presentation)
- G5: Interactive /social media/Digital (PPT presentation)
- G6: Direct/data base marketing (PPT presentation)

Q&A