

# **Lecture 2**

## **Defining Marketing Communication, Marketing and IMC**

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# Why marketing communication happens?

- Marketers want communication to stay in your mind.
- To recall.
- To convince.
- To persuade.
- To persuade further repurchase.
- To become a reference for next purchase.

- Marketing communication is all about how to ‘**create, deliver, manage and evaluate**’ message associated with a marketing purpose.
- When we say Marketing, we must think of it within the frame of its own definition

# Marketing

“Marketing is the activity, set of institutions and process of creating, **communicating**, delivering and exchanging offerings that have value for customers, clients, partners and society at large”.

-American Marketing Association

# Marketing communication has two flows:

- **External flow** directed towards customers, channel members, companies and other public agencies
- **Internal flow** directed towards company employees, departments stockholders

# What is Integrated Marketing Communication (IMC)?

The American Marketing Association defines IMC as “*a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.*”

# Some more definitions

‘IMC recognizes the added value of a comprehensive plan that evaluates the strategic roles of – Advertising, Direct Response, Sales Promotion and Public Relations – and combine those principles to provide clarity, consistency and maximum communications impact’

– American Association of Advertising Agencies.

“The concept under which a company carefully integrates and coordinates its many communication channels to deliver a clear, consistent and compelling message about the organization and its products”

– Philip Kotler

“A strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs overtime with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.” The goal is to generate both short term financial returns and build long term brand and shareholder value

– Don Schultz of Northwestern University of USA

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