

Lecture 3

Relationship with Marketing and IMC

Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



DISCLAIMER

THE INFORMATION REGARDING PRODUCTS, COMPANIES, BRANDS MENTIONED IN THE LECTURES IS FOR EDUCATIONAL PURPOSES ONLY. THE FACULTY DO NOT ENDORSE OR PROMOTE ANY PRODUCTS/COMPANIES/BRANDS DISCUSSED HEREIN IN ANY MANNER. VIEWS EXPRESSED HEREIN ABOUT THE PRODUCTS/COMPANIES/BRANDS ARE THE PERCEPTION OF INSTRUCTOR AND ARE IN NO WAY INTENDED TO PROMOTE OR DAMAGE THE REPUTATION OF MENTIONED PRODUCTS/COMPANIES/ BRANDS OR TO HURT ANYONES FEELINGS AND EMOTIONS . NO COMPENSATION WAS RECEIVED FROM ANY OF ITS PRODUCERS/ MANUFACTURERS/ COMPANIES FOR THE PRODUCTION OF THIS VIDEO.



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

- Have you heard of Kota?..... *City of Aspirations*
- America.....*Land of Dreams*
- Malaysia Truly Asia

- How Integrated marketing communication is relating to marketing?
 - Supports other 3 ps (product, price, place) excluding promotion.
 - Helps to target customers.
 - Positioning the offering.

Bibliography

- *Atithi Devo Bhava* [<https://www.youtube.com/watch?v=qHm9m0Qm4PY>]
- Malaysia Truly Asia [<https://www.youtube.com/watch?v=uZ3tB1UO1hM>]
- *Kerala Gods own Country* [<https://www.youtube.com/watch?v=R83BIU5nnbs>]
- America Land of Dreams [<https://www.youtube.com/watch?v=biuQu7we7-Q>]

Bibliography

- Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
- Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
- Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India
- Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: McGraw-Hill.