

PEARSON CANADA PROUDLY PRESENTS

Integrated Marketing Communications, 4/e

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integrated marketing communications

strategic planning perspectives



keith tuckwell fourth edition

Integrated Marketing Communications presents essential elements of integrated marketing communications in a clear, concise, and informative manner. The book is written in a straightforward, easy-to-understand manner and is full of examples and illustrations that students will quickly identify with.

What's New to This Edition?

- The integration of long-term strategic plans (all primary forms of media and marketing communications) with short-term tactical plans (experiential, event and public relations tactics).
- The control of brands and marketing communications has shifted from the marketer to the customer, a process referred to as brand democratization.
- Consumers' media habits are constantly changing and such a dynamic situation presents new challenges and opportunities for reaching target markets.
- New technologies are changing the communications playing field producing new opportunities for reaching consumers more directly through mobile devices, social media and video games.
- Database management techniques and customer relationship management programs are influencing the direction of marketing communications strategies from being macro-based (mass appeal or traditional forms of targeting) to micro-based (individual targeting).
- New insights are offered into the expanding role of experiential marketing, public relations, mobile communications and social media communications.

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Organization of the Text

The textbook includes four parts and 12 core chapters that cover all aspects of integrated marketing communications. A common planning model is presented in relevant chapters that bind the various components of marketing communications together.

Part 1: Understanding Integrated Marketing Communications

This section presents an overview of essential inputs that a manager would consider when developing a marketing communications plan. The content included in Chapter 1, *Integrated Marketing Communications: An Overview*, introduces the various components of the marketing communications mix and summarizes the essential concepts dealing with consumer behaviour and organizational behaviour. The chapter also discusses many of the ethical issues associated with the practice of marketing communications has been added to this edition.

Part 2: Planning for Integrated Media

This section examines planning considerations for all primary media choices. Chapter 4, *Advertising Planning: Creative*, introduces the communications process and the various planning concepts that are considered when briefing an agency about message requirements. The role of strategies and tactics—and the distinctions between them and creative objectives—is considered.

Part 3: Planning for Integrated Marketing

Because organizations look for synergy, the objective is to integrate related marketing and marketing communications practices with the media strategies already presented in the book. Chapter 8 introduces the various sales promotion alternatives that are frequently employed in integrated marketing communications plans. The roles of consumer promotions and trade promotions are examined in detail.

Part 4: Measuring Plan Performance

This section examines the role of various research procedures for evaluating the effectiveness of marketing communications programs. Chapter 12 introduces some fundamental methodologies for collecting and analyzing primary research data and distinguishes between qualitative and quantitative data. The role and influence of collecting and interpreting information on the development of marketing communications strategies are considered.

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