

Integrated Marketing Communications

Integrated Marketing Communications

FOURTH EDITION STRATEGIC PLANNING PERSPECTIVES KEITH J. TUCKWELL

St. Lawrence College

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PEARSON

To Esther...and our children, Marnie, Graham, and Gordon

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Preface

Teachers face many challenges in the classroom. It is difficult to get students to read a textbook; multicultural classrooms present language problems; and it is often hard to cover course material in the time allotted. This textbook is designed to conquer these problems. My primary goal is to present essential elements of integrated marketing communications in a clear, concise, and informative manner. Many students who have read previous editions comment that this book is an “enjoyable” book to read!

Keeping content current in such a rapidly changing environment is a constant challenge. The impact of new technologies makes it difficult for educators and practitioners to keep pace. The shift to digital communications is occurring rapidly, and it is presenting both challenges and opportunities for advertisers and their marketing communications agencies. Striking the right balance among the communications options is the primary task of the marketing communications agencies responsible for making recommendations to their clients. In such a rapidly changing environment, teachers and students must recognize that presenting the latest information in a textbook is difficult. I have done my very best to ensure that the content in this book is as up to date as possible. The core content and the strategic planning principles included here reflect contemporary practice.

From a teaching perspective, textbook readability has always been an issue with me. Readability is a primary strength of *Integrated Marketing Communications: Strategic Planning Perspectives*. The book is written in a straightforward, easy-to-understand manner and is full of examples and illustrations that students will quickly identify with. If you accept the notion that being familiar with something makes it easier to understand and apply, then your students will be better equipped to develop a marketing communications plan once they have read this book.

Most courses in marketing communications are one semester (14 to 15 weeks) in length with only 45 to 60 course hours available for teaching. You will find the format of this textbook ideal for such a course. The **primary strength** of this book is that it is truly a marketing communications book. It is not an advertising book with additional chapters devoted to integrated marketing communications (IMC) content. This book offers balance across the various components of marketing communications. Current users of the book have identified **other strengths**, which are:

- It is the only Canadian IMC book available, and features a Canadian perspective on media and marketing communications practice instead of an American one.
- There is an emphasis on strategic planning, with a separate chapter devoted to the subject as well as discussion throughout the text. The concept of “integration” is stressed and demonstrated continually.
- The lead-in chapter on branding is a natural starting point for marketing communications planning, since all plans start with a sound understanding of the brand.
- There is ample discussion of recent trends and issues facing the industry, identifying the challenges faced by practitioners.

- It is the only text on the market offering an illustration of a strategic plan, which demonstrates how an organization applies planning principles and concepts.
- Material is presented in an “easy-to-understand” writing style—practical, friendly, and student-oriented.

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 binds the various components of marketing communications together. Each chapter includes at least two **IMC Highlight boxes** that show how organizations apply marketing communications concepts. Approximately 70 percent of these boxes are new.

Appendix 1 offers information about how to plan and buy media time, and is an ideal supplement to all media-related chapters. **Appendix 2** presents an integrated marketing communications plan, something you will not find in any other textbook.

Some of the key issues and trends addressed in this edition of the text include:

- 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 shift in control of brands and marketing communications from the marketer to the customer, a process referred to as brand democratization.
- The constantly changing consumers’ media habits, which create a dynamic situation that presents new challenges and opportunities for reaching target markets.
- The impact of new technologies, which are changing the communications playing field and producing new opportunities for reaching consumers more directly through mobile devices, social media, and video games.
- The influence of database management techniques and customer relationship management programs on the direction of marketing communications strategies, moving them away from macro-based (mass appeal or traditional forms of targeting) toward micro-based (individual targeting).
- The expanding role of experiential marketing, public relations, mobile communications, and social media communications, and the presentation of new insights into this trend.

Organization of the Text

The book is divided into four essential parts.

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, content added for this edition.

Chapter 2, *Strategic Planning Principles*, shifts the focus to strategic planning. Relationships are drawn between plans and planning at various levels of an organization and how they are integrated. The structure and content of a marketing plan and a marketing

communications plan are examined in order to show how plans work together to resolve marketing problems.

Chapter 3, Branding Strategy, introduces the concept of branding and branding strategy. Discussion about branding is strategically located in the textbook to precede detailed coverage of the components of the marketing communications mix. Branding strategies and brand positioning strategies are the foundation upon which marketing communications strategies are devised.

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. Chapter 5, Advertising Planning: Broadcast, Print, and Out-of-Home Media, presents the media planning process and stresses the importance of creating an effective yet efficient media plan. The various strategic decisions that apply to using broadcast, print, and out-of-home media alternatives are presented in detail.

Chapter 6, Planning for Direct Response Communications, introduces the rapidly expanding field of direct response communications. Since direct response relies on database management techniques, there is considerable emphasis on customer relationship management practices and the key role played by individualized marketing communications strategies in fostering solid customer relationships.

Chapter 7, Planning for Online and Interactive Communications, examines the expanding role of web-based communications, mobile communications, and social media communications in the marketing communications mix. The chapter offers expanded coverage of all forms of interactive communications.

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, Sales Promotion, 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. Chapter 9, Public Relations, examines the role of public relations in communications. The content focuses on the various strategies and tactics that are available, planning procedures, and measurement techniques.

Chapter 10, Experiential Marketing, Events, and Sponsorships, examines the expanding role of experiential marketing, event marketing, and sponsorships in contemporary marketing. It introduces the criteria for participating in events, and the steps and procedures for planning an event. Chapter 11, Personal Selling, covers the role of personal selling in a variety of business settings. Personal selling adds a human component to the integrated marketing communications mix, and for this reason plays a very important role in establishing and building solid customer relationships.

PART 4: MEASURING PLAN PERFORMANCE

This section examines the role of various research procedures for evaluating the effectiveness of marketing communications programs. Chapter 12, Evaluating Marketing Communications Programs, 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.

Additional Content

Each chapter includes at least two **IMC Highlight boxes**. These short inserts reflect important aspects of marketing communications planning or provide actual illustrations of how organizations apply marketing communications concepts. Among the featured organizations and brands are familiar names such as McDonald's, Scotiabank, Hyundai, Red Bull, BMW, Mountain Equipment Co-op, Nissan, Durex, Canadian Tire, Mark's, and Maple Leaf Foods.

Appendix 1, Media Buying Principles and Media Information Resources, is a supplement that provides additional media details and shows students some fundamental procedures for estimating costs and buying media time and space in a variety of media and other components of the marketing communications mix. Students can quickly refer to media-buying information in this specific section of the book. Review questions will challenge the students to understand and apply rate card information.

Appendix 2, Integrated Marketing Communications Plan: Mr. Sub, provides an example of a marketing communications plan so that students can quickly see the relationship between various planning principles such as objectives, strategies, and execution, and between the various components of the marketing communications mix with respect to how each contributes to achieving objectives. No other textbook offers an illustrative marketing communications plan.

Pedagogy

Learning Objectives. Each chapter starts with a list of learning objectives directly related to the key concepts contained in the chapter.

Advertisements, Figures, and Charts. Throughout each chapter, key concepts and applications are illustrated with strong visual material. Sample advertisements and other forms of marketing communications augment the Canadian perspective and demonstrate key aspects of marketing communications strategy and execution.

Key Terms. Key terms are highlighted in boldface in the text and in colour in page margins, where they are accompanied by definitions. Students also have quick access to key terms and definitions in the glossary at the end of the book.

Chapter Summaries. The summary at the end of each chapter reinforces major points and concepts.

Review Questions, and Discussion and Application Questions. Both sets of questions allow students to review material and apply concepts learned in the chapter.

Appendix 1, Media Buying Principles and Media Information Resources. The essentials of buying media time and space in various media outlets are covered in this section. Review questions that test students' understanding of and ability to apply rate card information are included.

Appendix 2, Integrated Marketing Communications Plan: Mr. Sub. This plan shows how various elements of marketing communications combine to form an integrated marketing communications plan. A variety of charts and figures are included to show how media and marketing communications budget allocations are presented in a plan.

Glossary. A glossary of all key terms and definitions appears at the end of the textbook.

Supplements

INSTRUCTOR'S RESOURCE MANUAL

The Instructor's Resource Manual includes learning objectives, chapter highlights that can act as lecture outlines, additional illustrations of key concepts that can be built into lectures, and answers to review and discussion questions.

MYTEST

MyTest from Pearson Education Canada is a powerful assessment generation program that helps instructors easily create and print quizzes, tests, exams, as well as homework or practice handouts. Questions and tests can all be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments at anytime, from anywhere. The MyTest for Integrated Marketing Communications, Fourth Edition contains over 1000 questions in multiple choice, true/false, short answer and essay formats.

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Keith J. Tuckwell
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