Integrated Marketing Communications
Vice-President, Editorial Director: Gary Bennett
Editor-in-Chief: Michelle Sartor
Acquisitions Editor: Deana Sigut
Marketing Manager: Leigh-Anne Graham
Developmental Editor: Madhu Ranadive
Project Manager: Richard di Santo
Production Editor: Munesh Kumar, Aptara®, Inc.
Copy Editor: Carolyn Zapf
Proofreader: Susan Bindernagel
Compositor: Aptara®, Inc.
Photo Researcher: Heather Jackson
Permissions Researcher: Heather Jackson
Art Director: Zena Denchik
Cover and Interior Designer: Anthony Leung
Cover Image: Fotolia

Credits and acknowledgments for material borrowed from other sources and reproduced, with permission, in this textbook appear on the appropriate page within the text.

Copyright © 2014, 2011, 2008, 2005 Pearson Canada Inc. All rights reserved. Manufactured in the United States of America. This publication is protected by copyright and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. To obtain permission(s) to use material from this work, please submit a written request to Pearson Canada Inc., Permissions Department, 26 Prince Andrew Place, Don Mills, Ontario, M3C 2T8, or fax your request to 416-447-3126, or submit a request to Permissions Requests at www.pearsoncanada.ca.

10 9 8 7 6 5 4 3 2 1 [EBM]

Library and Archives Canada Cataloguing in Publication

Tuckwell, Keith J. (Keith John), 1950-, author
Integrated marketing communications : strategic planning perspectives/Keith J. Tuckwell, St. Lawrence College.—Fourth edition. Includes bibliographical references and index.
1. Communication in marketing—Textbooks. 1. Title.
HF5415.123.T82 2013  658.8'02  C2013-906142-8

To Esther…and our children, Marnie, Graham, and Gordon
Brief Contents

Preface  xix

PART 1  UNDERSTANDING INTEGRATED MARKETING COMMUNICATIONS  1

CHAPTER 1  Integrated Marketing Communications: An Overview  2
CHAPTER 2  Strategic Planning Principles  33
CHAPTER 3  Branding Strategy  66

PART 2  PLANNING FOR INTEGRATED MEDIA  97

CHAPTER 4  Advertising Planning: Creative  99
CHAPTER 5  Advertising Planning: Broadcast, Print, and Out-of-Home Media  131
CHAPTER 6  Planning for Direct Response Communications  166
CHAPTER 7  Planning for Online and Interactive Communications  191

PART 3  PLANNING FOR INTEGRATED MARKETING  227

CHAPTER 8  Sales Promotion  228
CHAPTER 9  Public Relations  260
CHAPTER 10  Experiential Marketing, Events, and Sponsorships  287
CHAPTER 11  Personal Selling  321

PART 4  MEASURING PERFORMANCE  347

CHAPTER 12  Evaluating Marketing Communications Programs  348
Appendix 1  Media Buying Principles and Media Information Resources  372
Appendix 2  Integrated Marketing Communications Plan: Mr. Sub  410
Glossary  423
Index  435
Contents

Preface  xix

PART 1 UNDERSTANDING INTEGRATED MARKETING COMMUNICATIONS  1

CHAPTER 1 Integrated Marketing Communications: An Overview  2
The Integrated Marketing Communications Mix  3
ADVERTISING  4
DIRECT RESPONSE COMMUNICATIONS  6
DIGITAL (INTERACTIVE) COMMUNICATIONS  6
SALES PROMOTION  7
PUBLIC RELATIONS  7
EXPERIENTIAL MARKETING  8
PERSONAL SELLING  9

→ IMC HIGHLIGHT  COFFEE BATTLE HEATS UP  10
Factors Encouraging Integrated Marketing Communications  11
MEDIA CONSUMPTION TRENDS AND THE SHIFT TO DIGITAL MEDIA  11
SOCIAL MEDIA PENETRATION AND POPULARITY  12
MOBILE COMMUNICATIONS: THE NEXT BIG THING  12
DATABASE MANAGEMENT TECHNIQUES AND CUSTOMER RELATIONSHIP MARKETING  13
THE DEMAND FOR EFFICIENCY AND ACCOUNTABILITY  14
Input for Marketing Communications Planning: Consumer Behaviour Essentials  15
NEEDS AND MOTIVES  15
PERSONALITY AND SELF-CONCEPT  16
ATTITUDES AND PERCEPTIONS  18
REFERENCE GROUPS  20
FAMILY INFLUENCES  21

Inputs for Marketing Communications Planning: Business and Organizational Buyer Behaviour  21
INTEGRATION AND PARTNERING INFLUENCES B2B COMMUNICATIONS STRATEGIES  23
Ethical Issues in Marketing Communications Practice  24
PRIVACY ISSUES IN AN ONLINE WORLD  24
SEX IN ADVERTISING  25
EXTREME ADVERTISING  25
MISLEADING ADVERTISING  27

→ IMC HIGHLIGHT  SMALLER TARGET, BIGGER OPPORTUNITY  28
Laws and Regulations Governing Marketing Communications  29
ADVERTISING STANDARDS CANADA  29
COMPETITION BUREAU  30
CONTENTS

Summary 30
Key Terms 31
Review Questions 31
Discussion and Application Questions 31
Endnotes 32

CHAPTER 2  Strategic Planning Principles 33
Factors Influencing Strategic Planning 34
ECONOMIC INFLUENCES 35
COMPETITOR INFLUENCES 35
IMC HIGHLIGHT  SMART IS IN AT HYUNDAI 36
DEMOGRAPHIC INFLUENCES 37
SOCIAL INFLUENCES 40
TECHNOLOGY INFLUENCES 40
LEGAL AND REGULATORY INFLUENCES 41
Strategic Planning Process 43
The Corporate Plan 44
Marketing Planning 47
MARKET BACKGROUND 48
EXTERNAL INFLUENCES 50
MARKET ANALYSIS 50
TARGET MARKET ANALYSIS 50
MARKETING PLAN 51
Marketing Communications Planning 56
IMC HIGHLIGHT  REACHING YOUTH ON A PERSONAL AND EMOTIONAL LEVEL 58
MARKETING COMMUNICATIONS OBJECTIVES 59
MARKETING COMMUNICATIONS STRATEGIES 59
MEASURING AND EVALUATING MARKETING COMMUNICATIONS 63
Summary 64
Key Terms 64
Review Questions 64
Discussion and Application Questions 65
Endnotes 65

CHAPTER 3  Branding Strategy 66
Defining the Brand 67
Brand Image and Reputation 70
BRAND LOYALTY 71
BRAND EQUITY 72
IMC HIGHLIGHT  BRAND LOYALTY: IT’S THE EMOTIONAL CONNECTION THAT COUNTS 73
THE BENEFITS OF BRANDING 73
Building the Brand 76
ESTABLISHING CORE VALUES AND BRAND POSITIONING 76
Brand Positioning Concepts 78
CONTENTS  XI

PRODUCT DIFFERENTIATION  79
BRAND LEADERSHIP POSITIONING  80
HEAD-ON POSITIONING (COMPARATIVE POSITIONING)  81
INNOVATION POSITIONING  81
PRICE (VALUE) POSITIONING  81
LIFESTYLE (IMAGE) POSITIONING  83
REPOSITIONING  84

⇒ IMC HIGHLIGHT  NEW GLOBAL POSITION FOR HYUNDAI  85
PLANNING AND IMPLEMENTING MARKETING AND MARKETING COMMUNICATIONS PROGRAMS  85

⇒ IMC HIGHLIGHT  MULTI-FACETED CAMPAIGN REPOSITIONS ING DIRECT  87
Packaging and Brand Building  88
PROTECT THE PRODUCT  90
MARKET THE PRODUCT  90
PROVIDE CONVENIENCE  91
BE ENVIRONMENTALLY FRIENDLY  91
Branding by Design  91
Summary  93
Key Terms  94
Review Questions  94
Discussion and Application Questions  95
Endnotes  95

PART 2  PLANNING FOR INTEGRATED MEDIA  97

CHAPTER 4  Advertising Planning: Creative  99
Communications Essentials  100
MARKETING COMMUNICATIONS PLANNING PROCESS  104
ADVERTISING PLANNING: CREATIVE  106
Positioning Strategy Statement  114
CREATIVE OBJECTIVES  115
CREATIVE STRATEGY  117
APPEAL TECHNIQUES  119

⇒ IMC HIGHLIGHT  AT SCOTIABANK, "RICHER" HAS NEW MEANING  120
CREATIVE EXECUTION  125

⇒ IMC HIGHLIGHT  THE CELEBRITY CONNECTION  126
Summary  129
Key Terms  129
Review Questions  129
Discussion and Application Questions  130
Endnotes  130

CHAPTER 5  Advertising Planning: Broadcast, Print, and Out-of-Home Media  131
Media Planning  132
MARKET PROFILE  133
CONTENTS

COMPETITOR MEDIA STRATEGY 133
TARGET MARKET PROFILE 133
MEDIA OBJECTIVES 134
MEDIA BUDGET 134
The Media Plan 135
MEDIA OBJECTIVES 135
MEDIA STRATEGY 137

IMC HIGHLIGHT TARGETED MEDIA WORK FOR BMW 145
MEDIA EXECUTION 146
Assessing Media Alternatives 147
TELEVISION 148

IMC HIGHLIGHT MAYTAG PUTS A NEW SPIN ON THINGS 152
RADIO 152
NEWSPAPERS 154
MAGAZINES 156
OUT-OF-HOME ADVERTISING 157
Summary 163
Key Terms 164
Review Questions 164
Discussion and Application Questions 165
Endnotes 165

CHAPTER 6 Planning for Direct Response Communications 166
Direct Response Communications and Direct Marketing 167
The Roots of Direct Response Communications: Database Management 170
INTERNAL DATA SOURCES 170
COLLECTING DATA 170
ACCESSING DATA 171

IMC HIGHLIGHT MOUNTAIN EQUIPMENT CO-OP BELIEVES IN DIRECT MAIL MARKETING 173
EXTERNAL SOURCES 173
ONLINE DATABASES 174
The Tools of Direct Response Communications 176
DIRECT MAIL 176
DIRECT RESPONSE TELEVISION 179
DIRECT RESPONSE PRINT MEDIA 181

IMC HIGHLIGHT INFOMERCIALS MOVE THE MERCHANDISE 182
TELEMARKETING 184
CATALOGUES 186
Summary 188
Key Terms 188
Review Questions 189
Discussion and Application Questions 189
Endnotes 190
CHAPTER 7 Planning for Online and Interactive Communications 191

Internet Penetration 192

Online and Interactive Marketing Communications 193

THE INTERNET AND TARGETING 195

→ IMC HIGHLIGHT NISSAN ALTIMA GOES WITH DIGITAL MEDIA 196

Online and Interactive Communications Planning 198

Online and Interactive Communications Objectives 198

CREATING BRAND AWARENESS 198

BUILDING AND ENHANCING BRAND IMAGE 200

OFFERING INCENTIVES 200

GENERATING LEADS 200

PROVIDING CUSTOMER SERVICE 202

CONDUCTING TRANSACTIONS 202

Online and Interactive Communications Strategies 203

SEARCH ADVERTISING 204

BANNER ADVERTISING (DISPLAY ADVERTISING) 204

RICH MEDIA 205

VIDEO ADVERTISING 206

SPONSORSHIPS 206

EMAIL ADVERTISING 208

WEBCASTING (WEBISODES) 209

COMPANY AND BRAND WEBSITES 210

Mobile Media 212

TEXT MESSAGING 213

VIDEO MESSAGING 214

MOBILE APPLICATIONS 215

QR CODES 215

VIDEO GAME ADVERTISING (ADVERGAMING) 215

Social Media Networks 217

ADAPTING TO THE SOCIAL MEDIA ENVIRONMENT 218

OPTIONS FOR SOCIAL NETWORK ADVERTISING AND MARKETING COMMUNICATIONS 218

→ IMC HIGHLIGHT DUREX GETS COUPLES IN SYNC VIA FACEBOOK APP 219

DISPLAY ADVERTISING 219

BRAND PAGE (FAN PAGE) 220

REFERRALS FROM A FRIEND NETWORK 220

COMPANY BLOGS 220

YOUTUBE CHANNELS 221

KEY BENEFITS OF SOCIAL MEDIA MARKETING COMMUNICATIONS 221

Summary 221

Key Terms 223

Review Questions 223

Discussion and Application Questions 223

Endnotes 224
PART 3  PLANNING FOR INTEGRATED MARKETING  227

CHAPTER 8  Sales Promotion  228

Sales Promotion  229
Sales Promotion Planning  230
MARKET PROFILE  231
COMPETITOR ACTIVITY PROFILE  231
TARGET MARKET PROFILE  231
SALES PROMOTION OBJECTIVES  232
BUDGET  232
The Sales Promotion Plan  232
SALES PROMOTION OBJECTIVES  233
Sales Promotion Strategy  236
LOGISTICS AND FULFILLMENT  238
MEASUREMENT AND EVALUATION  239

→ IMC HIGHLIGHT  QUICK SERVES BATTLE WITH PROMOTIONS  241
CONSUMER PROMOTION EXECUTION  241
PRODUCT SAMPLES  244
LOYALTY PROGRAMS  250

→ IMC HIGHLIGHT  CANADIAN TIRE MONEY KEEPS CUSTOMERS HAPPY  251
TRADE PROMOTION EXECUTION  252
Additional Considerations for Sales Promotion Planning  254
FREQUENCY OF PROMOTIONS  255
BRAND IMAGE AND PROMOTIONS  256
BUILDING BRAND EQUITY  257
Summary  257
Key Terms  257
Review Questions  258
Discussion and Application Questions  258
Endnotes  259

CHAPTER 9  Public Relations  260

Defining Public Relations  261
The Role of Public Relations  262
CORPORATE COMMUNICATIONS  262
REPUTATION MANAGEMENT  264
PRODUCT PUBLICITY  264

→ IMC HIGHLIGHT  MAPLE LEAF EFFECTIVELY MANAGES CRISIS  265
PRODUCT PLACEMENT, BRANDED CONTENT, AND PRODUCT SEEDING  266
COMMUNITY RELATIONS  268
FUNDRAISING  268
Public Relations Planning  269
PUBLIC RELATIONS OBJECTIVES  270
PUBLIC RELATIONS STRATEGY  272
PUBLIC RELATIONS EXECUTION  273
CHAPTER 11  Personal Selling  321
Personal Selling and Integrated Marketing Communications  322
RETAIL SELLING  323
BUSINESS-TO-BUSINESS SELLING  324
DIRECT SELLING  324
The Evolution of Selling  325
PARTNERSHIP SELLING  328

> IMC HIGHLIGHT  PERSONAL CONNECTIONS WORK FOR JAGUAR AND JEEP  330
Personal Selling: The Human Communications Element  330
PERSONAL CHARACTERISTICS  330
VERBAL AND NON-VERBAL COMMUNICATIONS  331

> IMC HIGHLIGHT  WHAT SEPARATES SUCCESSFUL SALESPEOPLE FROM EVERYONE ELSE?  333
PREPARATION AND THE IMPORTANCE OF KNOWLEDGE  333
PRODUCT KNOWLEDGE  333
COMPANY KNOWLEDGE  334
COMPETITOR KNOWLEDGE  335
Roles and Responsibilities of Salespeople  336
GATHERING MARKET INTELLIGENCE  336
PROBLEM SOLVING  336
LOCATING AND MAINTAINING CUSTOMERS  336
FOLLOW-UP SERVICE  336
Personal Selling Strategies  337
PROSPECTING  337
PRE-APPROACH  337
APPROACH  338
SALES PRESENTATION  338
HANDLING OBJECTIONS  339
CLOSING  340
FOLLOW-UP  341
Selling in a Changing Business Environment  342
SELLING IS A TEAM EFFORT  342
COMPANIES SELL RELATIONSHIPS, NOT PRODUCTS  343
TECHNOLOGY IS CHANGING SELLING  343
Summary  343
Key Terms  344
Review Questions  344
Discussion and Application Questions  345
Endnotes  345

PART 4  MEASURING PERFORMANCE  347

CHAPTER 12  Evaluating Marketing Communications Programs  348
The Role and Scope of Marketing Research  349
Research Techniques for Marketing Communications  350
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.
XX    PREFACE

• 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.

POWERPOINT® SLIDES
A complete set of slides that are specifically designed or culled from the textbook is available electronically. Full-colour versions of ads, photos, and figures from the textbook, found in the Image Library, can be inserted into your presentations.

IMAGE LIBRARY
The Image Library contains various full-colour images from the textbook such as photos, ads, and figures. Instructors can integrate these images in their own presentations.

COURSES.smart for INSTRUCTORS
CourseSmart goes beyond traditional expectations—providing instant, online access to the textbooks and course materials you need at a lower cost for students. And even as students save money, you can save time and hassle with a digital eTextbook that allows you to search for the most relevant content at the very moment you need it. Whether it’s evaluating textbooks or creating lecture notes to help students with difficult concepts, CourseSmart can make life a little easier. See how when you visit www.coursesmart.com/instructors.

COURSES.smart for STUDENTS
CourseSmart goes beyond traditional expectations—providing instant, online access to the textbooks and course materials you need at an average savings of 60%. With instant access from any computer and the ability to search your text, you’ll find the content you need quickly, no matter where you are. And with online tools like highlighting and note-taking, you can save time and study efficiently. See all the benefits at www.coursesmart.com/students.

TECHNOLOGY SPECIALISTS
Pearson’s Technology Specialists work with faculty and campus course designers to ensure that Pearson technology products, assessment tools, and online course materials are tailored to meet your specific needs. This highly qualified team is dedicated to helping schools take full advantage of a wide range of educational resources, by assisting in the integration of a variety of instructional materials and media formats. Your local Pearson Education sales representative can provide you with more details on this service program.
PEARSON CUSTOM LIBRARY
For enrollments of at least 25 students, you can create your own textbook by choosing the chapters that best suit your own course needs. To begin building your custom text, visit www.pearsoncustomlibrary.com. You may also work with a dedicated Pearson Custom editor to create your ideal text—publishing your own original content or mixing and matching Pearson content. Contact your local Pearson representative to get started.

Acknowledgments
Many organizations and individuals have contributed to the development of this book. I would like to sincerely thank the following organizations for their cooperation and contribution:

AP Images
BBM Analytics
BMO Bank of Montreal
Boston Pizza
Canadian Breast Cancer Foundation
Canadian Curling Association
Canadian Geographic Enterprises
Canadian Tire Corporation, Limited
Capstone Communications Group
CBC
CBC (CBHT) Halifax
CBS Outdoor Canada
Chris Woods
Chrysler Group
Colgate-Palmolive Company
Cornerstone Group of Companies
CP Images
Dick Hemingway
Diesel
Fotolia
General Motors
GetStock.com
Getty Images
Golf Canada
Grocery Gateway
Gunter Marx Stock Photos
Harry Rosen Inc.
The Old Mill Inn & Spa
Honda
Hyundai Auto Canada Corp.
ING Direct
JM Intimode Canada Inc.
Keystone Press Agency
Matt Forsythe/Push.ca
Mazda Canada Inc.
MEC
Mercedes-Benz Canada
Molson Coors Canada
Nestlé Canada Inc.
Newscom
Nova Scotia Community College
NWT Tourism
PepsiCo Beverages Canada
PepsiCo Canada ULC
Philips Electronics Ltd.
Purolator, Inc.
Red Bull Content Pool
Royal Bank of Canada
Scotiabank
Scott P. Anderson Photography
Sears Canada Inc.
Shoppers Drug Mart
Staples, Inc.
Statistics Canada
Subaru Canada, Inc.
Suzuki Canada Inc.
The Globe & Mail
The Globe & Mail
The TDL Marks Corporation
Toronto Sportsmen’s Show
United Way Halifax
VIA Rail Canada Inc.
Walmart Canada

From Pearson Canada Inc., I would like to thank Deana Sigut, Madhu Ranadive, and Richard di Santo. Special thanks to Heather Jackson for her hard work on securing permissions. I would also thank copy editor Carolyn Zapf, proofreader Susan Bindernagel, and production editor Munesh Kumar for their diligent work on this project.

As always, a very special thank you to my wife, Esther, for her patience, understanding, and support.

Keith J. Tuckwell
2013