1) Discuss why companies are shifting to integrated marketing communications. List the five key issues and trends that affect marketing and marketing communication practices. Describe a company that demonstrates integrated marketing communications. Be very specific in your answer.

Answer:

The main reasons for the shift to IMC are: 1) consumer media habits are shifting toward digital media alternatives; 2) the popularity of social media networks present challenges and opportunities for organizations; 3) mobile communications are positioned to become the next "big thing" in marketing communications; 4) the role of database marketing and direct forms of communications to each individuals is expanding; and 5) the demand for efficiency and accountability in organizations is increasing.

Diff: 2

Type: ES

Page Reference: 11

Skill: Recall

2) Describe how an organization plans and manages the various marketing communications mix components of an integrated marketing communications program. List the seven marketing communications mix and illustrate how a company can best utilize the mix.

Answer:

An organization rarely employs all of the components at one time. It selects and uses the components that are deemed appropriate for the situation at hand. Clients look for a “total solutions” communication approach to resolve their business problems. The components include: advertising, public relations, sales promotion, personal selling, experiential marketing, direct response, and digital interactive communications. Integration of message strategy, regardless of the medium, is crucial to generating maximum impact on the target audience.

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Skill: Applied

3) There are key factors that a business organization must address when marketing to other businesses. Price is always a key factor, but what are the other three factors that need to be met?

Answer:

Business markets demand quality (consistent quality on every order), service (reputable suppliers with prompt service), continuity of supply (a steady source of supply) and price (buyers evaluate price in conjunction with other criteria). To ensure that the right buying decision is made, organizations employ a formal (buying committee) and/or informal (buying centre) approach.

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Type: ES

Page Reference: 23

Skill: Applied

4) Identify the ethical issues in marketing communications practice. Site an example of each to show your understanding of the issues.

Answer:

Privacy issues in an online world, sex in advertising, dangerous or disturbing advertising, misleading advertising, exaggerated green claims, targeting children, and cultural diversity.

Examples will vary.

Diff: 2

Type: ES

Page Reference: 24-28

Skill: Applied

5) List the five essentials of consumer behaviour and discuss how consumer behaviour knowledge is applied to the development of marketing communication strategies.

Answer:

Consumer behaviour knowledge in the areas of needs and motives, personality and self-concept, attitudes and perceptions, reference groups and families are considered when an organization plans its marketing communications strategies. Having knowledge in these areas will help better define a customer in order to position a marketing communications strategy within the best possible light.

Diff: 3

Type: ES

Page Reference: 15-22

Skill: Applied