

# Unit 35: Integrated Marketing Communications

<b>Unit code</b>	<b>Y/618/5122</b>
<b>Unit level</b>	<b>5</b>
<b>Credit value</b>	<b>15</b>

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## Introduction

Creating brand awareness among customers at a minimal cost is key for all businesses as they strive to create a seamless experience for consumers to interact with their brand through multimedia options. Integrated marketing communication helps in integrating all the essential components of marketing to communicate a similar message to potential and existing end-users.

This unit is designed to develop students' knowledge and understanding of marketing communications and the techniques used. They will learn underpinning theories and frameworks of marketing and be able to relate them to real-world examples, for example promotions they are likely to encounter in their daily lives.

An organisation may create and develop a revolutionary new product or service but they need to use the most appropriate methods of promoting it to their target audience – this is the role of marketing communications. We encounter hundreds of promotions every day of our lives and the challenge for marketers is to be able to cut through the multitude of communications from potential competitors to deliver and reinforce the association with the brand.

The knowledge, understanding and skill sets that students will gain on successfully completing this unit will enhance their career opportunities, whether they are setting up their own business or if they are employed by an organisation.

## **Learning Outcomes**

By the end of this unit a student will be able to:

- LO1 Evaluate marketing channels for achieving communication objectives as part of a communications strategy
- LO2 Develop an integrated marketing communications plan to achieve specified communication objectives in a business context
- LO3 Produce appropriate content for a marketing channel that meets specified communication objectives
- LO4 Apply methods for monitoring an integrated marketing communications plan (IMC) to maximise reach and achieve positive return on investment (ROI).

## Essential Content

### LO1 **Evaluate marketing channels for achieving communication objectives as part of a communications strategy**

*Different channels of marketing communications:*

Definitions of marketing communications.

Channels of marketing communications, including paid media, earned media and owned media.

The purpose of the integrated marketing communications (IMC) plan and the marketing communications mix.

*Communication objectives:*

Integration of communications objectives, e.g. to increase value of the business, for maximising resources, to marketing strategy.

The role of marketing communications in promoting and developing brands in terms of awareness, associations, perceptions and building customer loyalty, managing change.

Imaginative strategies for integration and interaction between different elements of the communications mix.

Ethical issues in marketing communications, including advertising to children, pressure-selling techniques, product placement, 'greenwashing' and privacy.

Cultural awareness, responding and adapting marketing communications for meeting different cultural needs.

### LO2 **Develop an integrated marketing communications plan to achieve specified communication objectives in a business context**

*Integrated marketing communications plan (IMC):*

Defining and exploring the communications planning process.

Situational analysis.

Setting the communication objectives in relation to marketing and business objectives.

Integrating communication objectives in terms of the product lifecycle, marketing strategy, business objectives.

The role of scheduling and budgeting in the IMC.

*Channel selection and integration:*

Creating a schedule and communications plan.

Identifying the most appropriate channel selection and rationale to maximise coverage across media and target specific audience.

The marketing communications mix, including:

- advertising
- sales promotion
- public relations
- sponsorship, direct marketing
- exhibitions and trade fairs
- personal selling
- digital marketing
- product placement
- merchandising
- ambient media.

Digital platforms, including webpages, podcasts, videos, Twitter feeds, multimedia news releases, blogs.

### **LO3 Produce appropriate content for a marketing channel that meets specified communication objectives**

#### *Appropriate design and content:*

Different types of content, e.g. Instagram, Twitter, Facebook, and other social media platforms and posts, to launch a specific campaign.

Content for awareness, conversions and nurture, and mapping the customer journey.

The use of website pages and direct marketing material, e.g. leaflets, posters, flyers.

Colours and symbols as brand- building tools.

The importance of visual art design, typography and page layout.

Website design and development with e-commerce capabilities.

Creativity in marketing communications activities and different strategic approaches, e.g. product/consumer orientated, think/feel/do approaches.

Creating consistency across communication messaging and the brand 'look and feel' to achieve overall marketing strategy.

The value of creating compelling, impactful storytelling and narrative.

Building the content calendar.

Regulations and marketing communications.

### **LO4 Apply methods for monitoring an integrated marketing communications plan (IMC) to maximise reach and achieve positive return on investment (ROI).**

#### *Monitoring and evaluation:*

Importance of monitoring and evaluating marketing communications plans and operations.

Methods of measuring customer responses and evaluating a marketing communications plan.

Linking measuring and evaluation to the overall marketing and business objectives and strategy.

## Learning Outcomes and Assessment Criteria

Pass		Merit	Distinction
<b>LO1</b> Evaluate marketing channels for achieving communication objectives as part of a communications strategy			
<b>P1</b> Compare how different marketing channels serve communication objectives as part of a marketing strategy.	<b>M1</b> Critically evaluate how different marketing channels serve communication objectives and are integrated as part of a marketing strategy.	<b>D1</b> Provide justified recommendations for adding value and maximising resources to serve communication objectives.	
<b>LO2</b> Develop an integrated marketing communications plan to achieve specified communication objectives in a business context			
<b>P2</b> Produce communication objectives for a given organisational situation. <b>P3</b> Devise an integrated marketing communications plan to achieve specified communication objectives.	<b>M2</b> Produce a detailed integrated marketing communications plan that includes multiple communication channels and SMART communication objectives.	<b>LO2 and LO3</b> <b>D2</b> Create a strategic integrated marketing communications plan and effective content for a marketing channel to successfully meet the marketing and business objectives.	
<b>LO3</b> Produce appropriate content for a marketing channel that meets specified communication objectives			
<b>P4</b> Create content for a marketing channel to meet specified communication objectives.	<b>M3</b> Create detailed content for a marketing channel to meet specified communication objectives in line with business objectives.		

Pass	Merit	Distinction
<p><b>LO4</b> Apply methods for monitoring an integrated marketing communications plan (IMC) to maximise reach and achieve positive return on investment (ROI).</p>		
<p><b>P5</b> Recommend methods for monitoring a marketing communications plan linked to marketing strategy.</p>	<p><b>M4</b> Provide recommendations for methods to monitor an integrated marketing communications plan (IMC) aligned to marketing strategy.</p>	<p><b>D3</b> Provide justified recommendations for improving the marketing communications plan to maximise revenue and successfully meet both communication and business objectives.</p>

## Recommended Resources

### Textbooks

CLOW, K. and BAACK, D. (2020) *Integrated Advertising, Promotions and Marketing Communications. (Global edition)* 7th Ed. Harlow: Pearson.

GROUCUTT, J. and HOPKINS, C. (2015) *Marketing*. London: Palgrave Macmillan.

HACKLEY, C. HACKLEY, R.A. (2017) *Advertising and Promotion*. 4th Ed. London: Sage.

HOOLEY, G. et al. (2020) *Marketing Strategy and Competitive Positioning*. 7th Ed. Harlow: Pearson.

JONES, C. (2019). *The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business through Effective Content*. 2nd Ed. London: New Riders.

### Websites

<a href="http://www.digitalmarketer.com">www.digitalmarketer.com</a>	DigitalMarketer Resources (General reference)
<a href="http://www.digitalmarketinginstitute.com">www.digitalmarketinginstitute.com</a>	Digital Marketing Institute Membership (General reference)
<a href="http://www.hubspot.com">www.hubspot.com</a>	Hubspot Resources (Templates)
<a href="http://www.marketingdonut.co.uk">www.marketingdonut.co.uk</a>	Marketingdonut Online Marketing (General Reference)
<a href="http://www.smartinsights.com">www.smartinsights.com</a>	Smart Insights Resources (Toolkits and templates)



## **Links**

This unit links to the following related units:

*Unit 2: Marketing Processes and Planning*

*Unit 14: Digital Business in Practice*

*Unit 33: Marketing Insights and Analytics*

*Unit 34: Digital Marketing*

*Unit 55: Planning Social Media Campaigns*