Integrated Marketing Communication

DCOMM/ENG 290
January 28, 2010

NO NEED TO TURN YOUR COMPUTER ON JUST YET
Tonight’s Class Plan

◦ Separate into Strategy, Copy & Design Groups
  • Please choose which group you would like to work in for the purposes of the first group project, The LVC College Store, a Mini IMC Plan

◦ Discussion of IMC basics

◦ Client Visit: Chad Schreier, LVC college store manager
  • Explanation of the Project
  • Opportunity for Questions (Each group will be given time to prepare about 5 questions.)
Integrated Marketing Communications

- A holistic approach to marketing communication that ensures consistency of message and complementary use of media.

- It is the integration of all marketing tools, approaches, and resources within a company so that the impact on audiences can be maximized.

- Ultimately, the goal is to maximize profits while minimizing dollars spent.
What’s the difference in the terms?

- Advertising
- MarCom (Marketing Communications)
- Integrated Marketing Communications

What are the benefits of each?
Knowing your audience

- Customer Behavior
  - How people buy
  - What they buy
  - When they buy
  - Why they buy
Maslow’s theory of hierarchy of needs

- **Comfort**
  - Avoid pain and discomfort; convenience
- **Security**
  - (Physical and financial)
- **Stimulation**
  - Aesthetic, physical
- **Affiliation**
  - Esteem, respect
- **Fulfillment**
  - Self-satisfaction, status
Knowing your audience

- How important is it to know what makes the customer tick?
- How do strategy, copy and design fit into customer behavior?
- Who is your target audience? What happens if a company hasn’t identified their target audience?
- How do you communicate with your target audience?
This week’s blog question

- What aspects of Integrated Marketing Communications should be considered tradition and what aspects should be considered new media? Have the lines become blurred? Why is it important to ask this question?

- NEXT WEEK: Branding/Logo Design