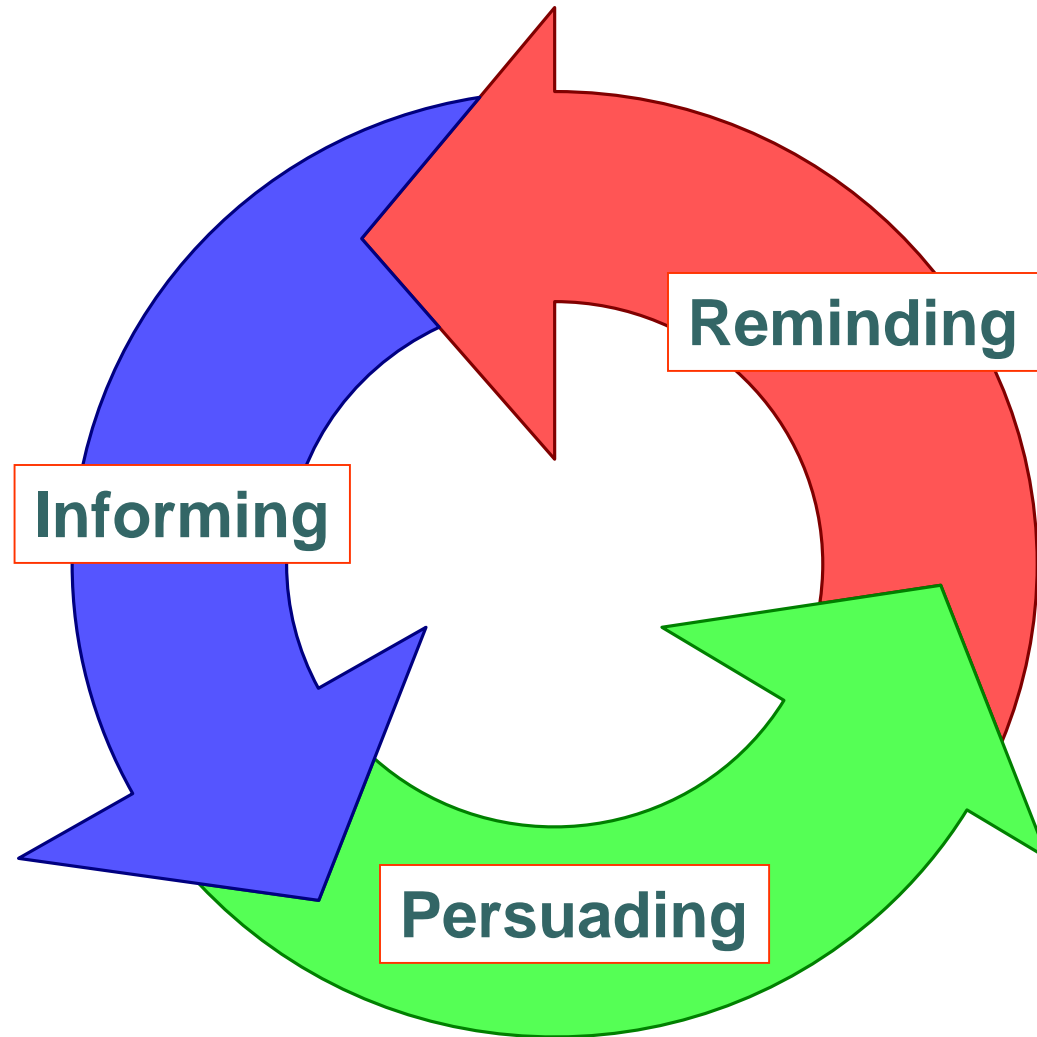
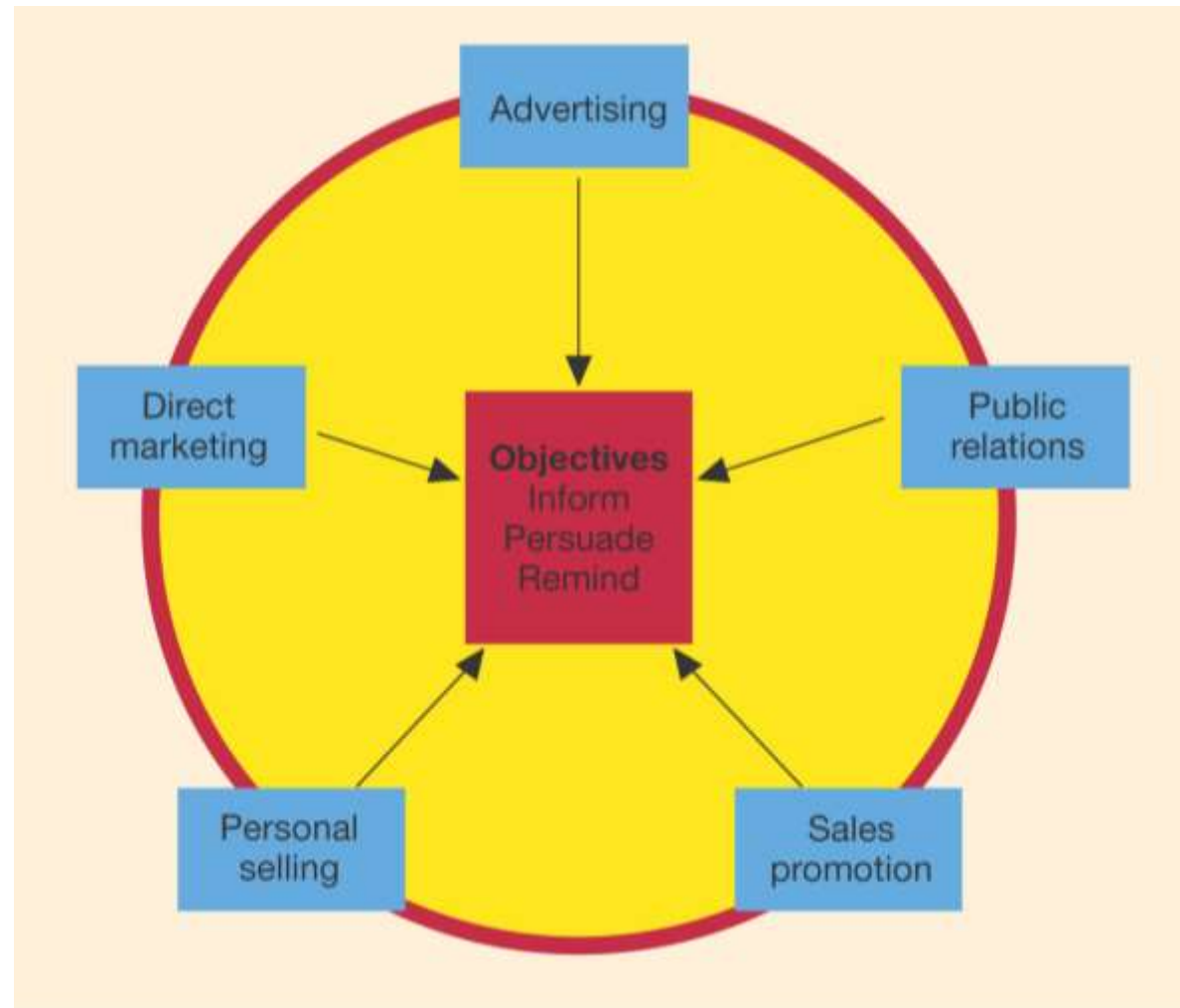


# The Role of Marketing Communications

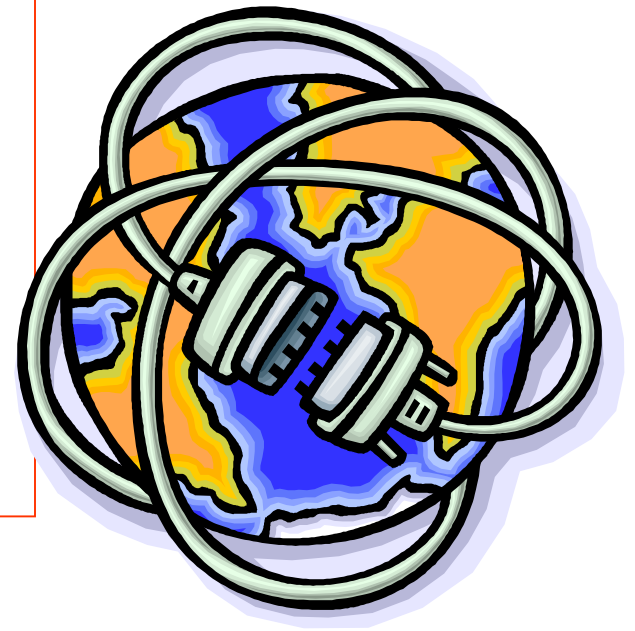


# The Marketing Communications Mix



# Integrated Marketing Communications

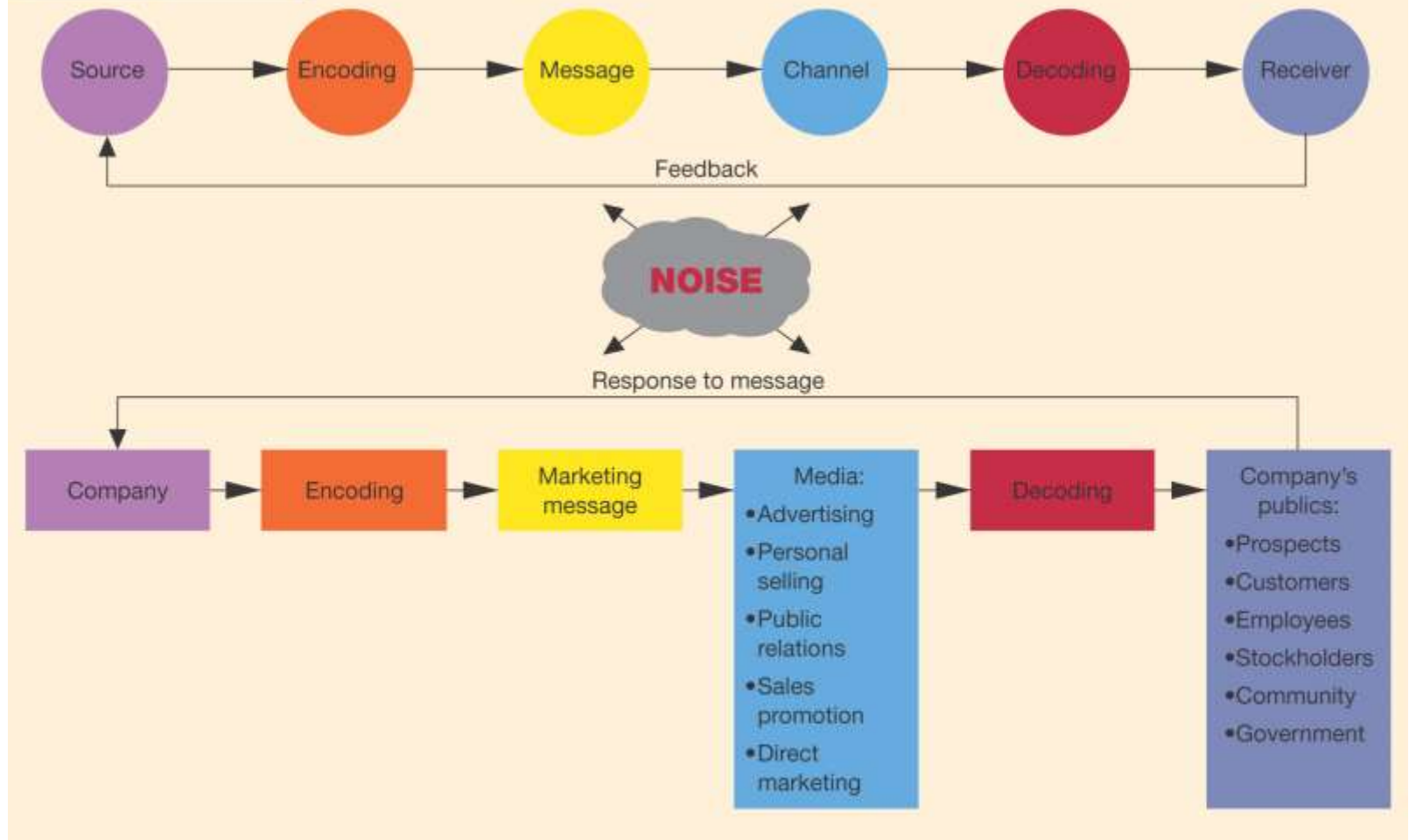
- **Integrated Marketing Communications (IMC):**
  - *The strategic integration of multiple means of communicating with target markets to form a comprehensive, consistent message.*



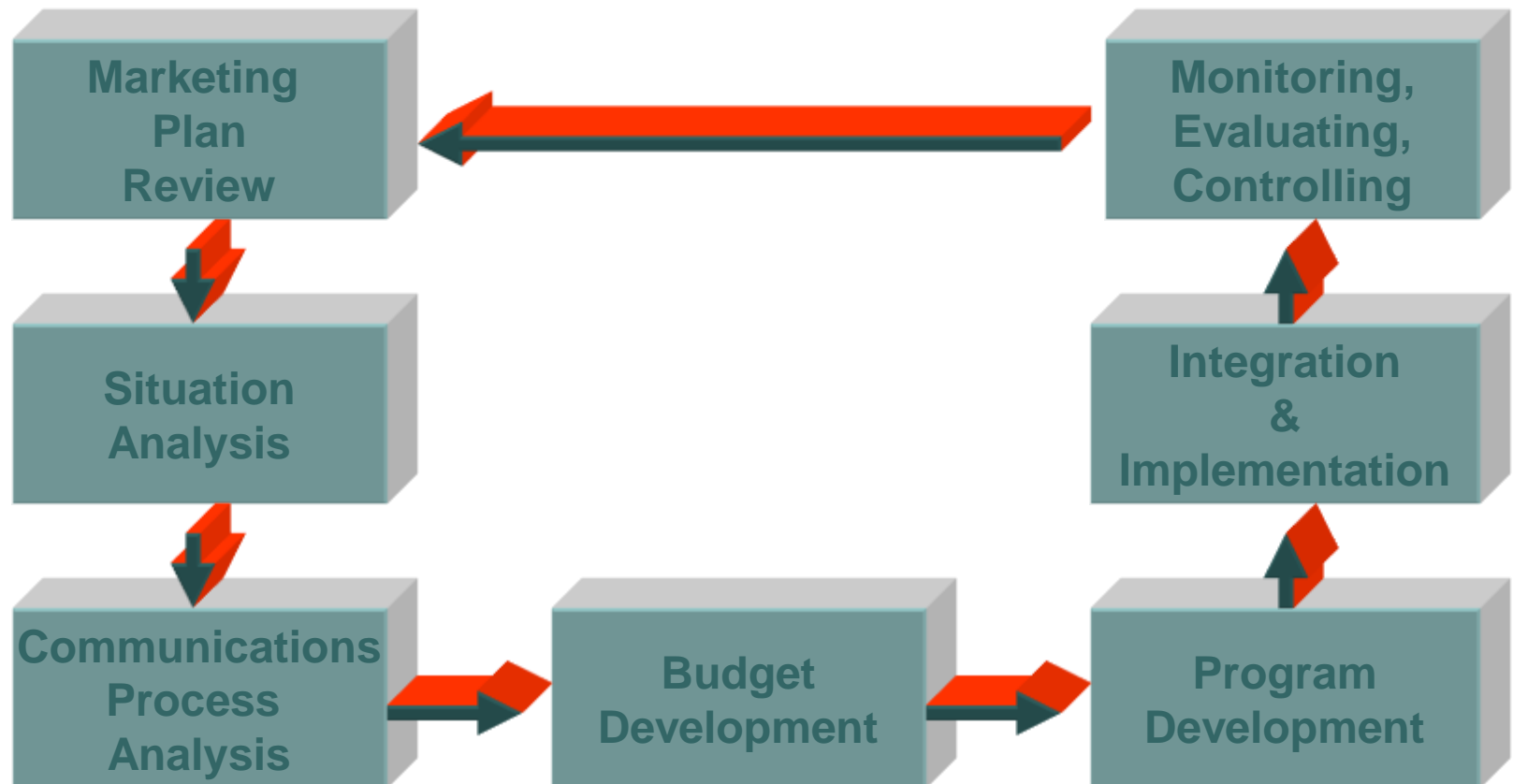
# The Marketing Communications Process

**Exhibit 16-2**

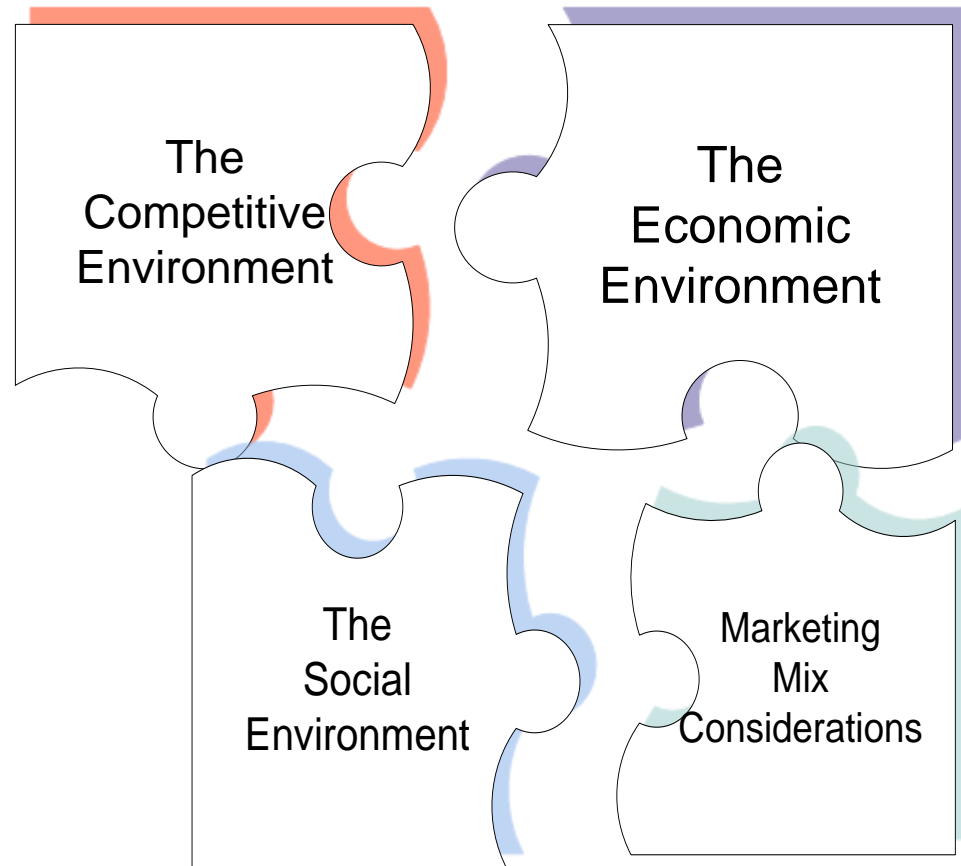
*The marketing communications process*



# Marketing Communications Planning



# Situation Analysis



# Communications Process Analysis

- Set Marketing Communications Objectives



- Apply the Basic Communication Model.

# Budget Development

- Influences on Budgeting:
  - Size of the company
  - Its financial resources
  - The type of business
  - The market dispersion
  - The industry growth rate
  - The firm's position in the marketplace



# Budgeting Methods

- Percentage of Sales
- Competitive Parity
- All-You-Can-Afford
- Objective-Task

# Marketing Communications Program Development

|

- **Explicit Communications:**

- *Convey a distinct, clearly stated message through personal selling, advertising, public relations, sales promotion, direct marketing, or some combination of these methods.*

- **Implicit Communications:**

- *What the message connotes about the product itself, its price, or the places it is sold.*

# Push, Pull, and Combination Strategies

|

- **Push Strategy:**

- *Involves convincing intermediary channel members to “push” the product through the channel to the ultimate consumer.*

- **Pull Strategy:**

- *Attempts to get consumers to “pull” the product from the manufacturing company through the marketing channel.*

# Push, Pull, and Combination Strategies

- **Combination Strategy:**

- *Aiming marketing communications at both resellers and ultimate consumers.*

# Integration and Implementation

- **Implementation:**
  - *Setting the marketing communications plan into action.*



*The key aspect of implementation  
is coordination !!!*

# Monitoring, Evaluating, and Controlling

- Monitor sales promotion by the number of coupons redeemed.
- Measure the effectiveness of a new personal selling strategy by looking at the number of new accounts opened.
- A firm might run tests to see if consumers noticed the ad.
- Review sales results and attribute fluctuations in sales volume to MC.

# Ethical and Legal Considerations

## M C Element

## Legal / Ethical Concerns

### Advertising

Deceptive advertising  
Unfavorable stereotypes

### Public Relations

Lack of sincerity  
Using economic power unfairly

### Sales Promotion

Misleading consumer promotions  
Paying slotting allowances for shelf space

### Personal Selling

High-pressure selling  
Misrepresenting product benefits

### Direct Marketing

Telemarketing privacy invasion  
Misuse of consumer database information

# Legal -- but Ethical?

- Some marketing communications may be technically legal but raise significant ethical questions:
  - Liquor industry now advertises on cable and local television stations.
  - Extensive promotion of higher-cost drugs when health care costs are spiraling out of control.
  - Heavy promotional allowances to pharmacies for agreement to push proprietary instead of generic drugs.
  - Promotion of legalized gambling.