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a) Explain FIVE reasons why most companies have embraced the

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integrated marketing communications (IMC) strategy for promotion of their products and services. (10 Marks) b) Many companies are increasingly using direct marketing to promote their products and services. Explain any SIX benefits that may be derived by such organizations. (12 Marks)

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## **Marketing Communications Question Papers - 12722**

Integrated Marketing Communication  
Integrated Marketing Communication is,  
“An approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other” (“What is integrated

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marketing communications”, 2013, para. 1). Dr Pepper has done very well marketing in the past for years.

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To discuss marketing, marketing communication, integrated marketing

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communication and OOH advertising media from a theoretical perspective, in order to identify and apply the key IMC principles that should guide the planning of OOH advertising media as part of an overall IMC campaign. 2.1.

INTRODUCTION The marketing mix management paradigm has ...

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### **CHAPTER 2: INTEGRATED MARKETING COMMUNICATION**

An IMC plan is a blueprint of the complete marketing communications program for a brand or product. It is a formal document that evaluates the background of the brand and presents a set of guidelines and an integrated action program for advertising, sales

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promotion, direct marketing, and public relations.

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Examine the importance of integrated marketing communication programs to face challenges from competitors. « Q5. Suggest a strategy to evaluate the contributions of the channels of distribution to the Promotion of a product in a market.

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The table below indicates the main topics covered by this exam and the approximate percentage of the exam devoted to each main topic. Under the main topic heading is a list of related-but more ... Integrated marketing communications  
Communication models Branding  
Advertising 20% Promotion Venues

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## **MARKETING COMMUNICATIONS**

Abstract and Figures Purpose – The purpose of this paper is to examine the view of integrated marketing communications (IMC) by social marketing practitioners.

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## **Integrated marketing communications and social marketing**

Why Do You Need an Integrated Marketing Plan? From email marketing plan examples to event marketing plans, there are already a lot of ways on how businesses can prepare for the particular

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marketing activities that they will do to improve the current condition of the business's image, market position, market reach, and brand. This is why integration of channels and modes of communication is ...

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