

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 327

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PRE327: INTERGRATED MARKETING COMMUNICA

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Q1.sees integrated marketing communications as a concept based on the principle of integration which holds that all communications emanating from a single strategic platform will generate a significantly greater return on the communications investment than would be the case with traditional independent media executions.

Q2. is the full meaning of IMC.

Q3. How did the American Association of Advertising Agencies define IMC?

Q4. State one objective of integrated marketing communications.

Q5.is one of the broad areas of IMC.

Q6. Mention one internal factor that forms the environment of integrated marketing communications.

Q7. Give one criterion for an IMC campaign to succeed.

Q8.is an approach by which a unified and seamless brand experience for consumers, across multiple communication channels, is created.

State TRUE or FALSE for questions 9-10

Q9. Manufacturing is a broad area of IMC.

Q10. Exploiting customers is an objective of integrated marketing communications.

Q11. Explain sales promotion as a broad area of IMC.

Q12. Explain packaging as a broad area of IMC.

Q13. Explain interactive marketing as a broad area of IMC.

Q14. Write short notes on advertising as a broad area of IMC.

Q15. Provide one scholarly definition of integrated marketing communications.

Q16. Share your personal view on any ethical concern of integrated marketing communications.

Q17. Discuss any of the criticisms of integrated marketing communications you know.

Q18. Narrate the growth of IMC.

Q19. Describe the importance of IMC.

Q20. Explain *consistency of a unifying message* as a criterion for successful IMC campaign.

ANSWER

Q1 Carolyn Ray

Q2. **Integrated marketing communications**

Q3. **A concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact.**

Q4. **Ensuring brand exposure and recognition**

Q5. **Direct marketing**

Q6. **Internal relationship**

Q7. **Versatility**

Q8. **integrated marketing communications**

Q9. **FALSE**

Q10. **FALSE**