

COVENANT UNIVERSITY
NIGERIA

TUTORIAL KIT
OMEGA SEMESTER

PROGRAMME: COMPUTER
SCIENCE & MIS

COURSE: MKT 321

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MKT 321: INTEGRATED MARKETING COMMUNICATIONS

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1. Explain the term 'Integrated Marketing Communications' and succinctly discuss the steps involved in developing an effective marketing communication programme.
2. Examine the services offered by an all service agency. What are the merits and demerits of the use of all-service agency?
3. Why is the integration of elements of marketing mix important to the success of an organization?
4. Discuss the role that advertising plays in the society
5. Examine the role of advertising in modern business and articulate the inherent shortcomings arising from its usage
5. Itemize and briefly explain the types of advertisers in the business world
6. Examine the reasons for the use of Advertising Agencies by Companies in spite the fact that such usage means extra cost to these companies.
7. Developing an effective media plan involves the development of a number of activities. Examine these activities
8. Articulate the source of database marketing in contemporary world of business.
9. Discuss the relationship between the advertisers and the media owners, where are the areas of possible conflicts.
11. Examine the inherent sequential steps involved in the personal selling process.

12 Highlight what advertisers expect from the media where they advertise their products.

13. Explain the term sales promotion and discuss the different types of sales promotional tools you are familiar with

14. Examine the benefits and the likely pitfalls of the use of newspaper and television as advertising media

15. With the aid of appropriate diagram, explain the marketing communication process?

16 Account for the reasons for the use of in-house Agency as against the use of outside agency.

17. Distinguish between above the line and below the line advertising?

18. Articulate the reasons why the reading public believes publicity news to be more credible than advertising, sales promotion and other forms of forms of public relations.

19 Succinctly examine the steps in developing an effective advertising programme?

20. Covenant University Entrepreneurial Development Centre (EDS centre) has just introduced a new product '*HEBRON TIME*' for Sunday holy communion use into the Nigerian market. As a marketing specialist, the EDS centre has engaged you to help produce a good newspaper advert material, which it intends to run in some national dailies.

Required:

i write your copy

ii with insightful examples. Highlight the tools of public relations in Nigeria today.

MARKING GUIDE MKT. 321

Q 1. Explain the term 'Integrated Marketing Communications' and succinctly discuss the steps involved in developing an effective marketing communication programme.

By definition, the American Association of Advertising Agencies - 4As, (1989) defines IMC as follows "IMC is a concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, such as combining general advertising, personal selling, sales promotion, public relations and interactive marketing to provide clarity, consistency and maximum communication impact.

STEPS IN DEVELOPING EFFECTIVE COMMUNICATION

- i **IDENTIFY THE TARGET AUDIENCE:**
- ii **DETERMINE THE COMMUNICATION OBJECTIVES:** This is what the marketer wants to achieve. To do this, he needs to know where the target audience now stands and what stage/or state it needs to be moved.
- iii. **DESIGN THE MESSAGE.**
- iv. **SELECTING THE MESSAGE SOURCE**
- v. **CHOOSING THE MEDIA:**
- vi COLLECTING FEEDBACK

Q3 Why is the integration of elements of marketing communication mix important to the success of an organization?

- ⇒ To give credible, consistent and professional information to target audience about a company and its products/services.
- ⇒ Helps an organization to save cost or reduce cost of promotion, as all the promotional mix elements are coordinated towards achieving the set organizational objectives.
- ⇒ Helps organization to properly manage its promotional mix at each level of the product life cycle.
- ⇒ It enables an organization to understand what level or proportional mix it should combine to achieve the set marketing objectives.
- ⇒ Advocates of IMC also believe that it helps a firm in knowing what level or proportion of the promotional mix to use for consumer products as against the level meant for industrial products.

Q5. Examine the role of advertising in modern business and articulate the inherent shortcomings arising from its usage
THE ROLE OF ADVERTISING IN BUSINESS

Advertising plays significant roles in life of any product, firm or a country. Some of these unique roles includes:

- **Awareness Building:**
- **Comprehension Building:**
- **Efficient Reminding:**
- **Lead Generation:**
- **Re-Assurance:** Advertising can help to remind customers how to use the product and reassure them about their purchase.
- It creates or increases higher standard of living.
- It brings about mass production, which leads to lower prices of goods and services.
- Advertising supports the media it uses in terms of revenue that such media make.
- Advertising provides 'free media programmes' to viewers. e. t. c.

Q7 Examine the reasons for the use of Advertising Agencies by Companies in spite the fact that such usage means extra cost to these companies.

The Reasons for Using Advertising Agencies by Clients:

It is believed that an advertising agency has:

- ✓ Information, Experience, Knowledge and expertise.
- ✓ Innovation and creative ideas.
- ✓ Experts contacts around the world.
- ✓ Objective, detached approach (Agency sees the Advertising objective from independent approach).
- ✓ The Agency has Experts in all areas i.e. (creative, media, production).
- ✓ The Agency will give overall value for money.

Q9. Articulate the source of database marketing in your country..

SOURCES OF DATABASE INFORMATION

- Federal Office of Statistics
- CENSUS Board/Bureau:
- Yellow Pages and Directories:
- Marketing Research Bureau:
- Direct Marketing Association: e.t.c

Q11. Examine the inherent sequential steps involved in the personal selling process.

PERSONAL SELLING PROCESS

- (i). Preparation: Preparation requires getting the salesman ready for the task of identifying and locating his prospects.
He must have good knowledge of his company. He must have good knowledge about other competitors.
The salesman must have good communication abilities and other good qualities of a good salesman.
- (ii). Prospecting: Prospecting involves the salesman drawing up a profile of the ideal prospects.
- (iii). Pre – Approach: This involves trying to learn all things concerning the person or company (prospect) you intend to sell

- (iv). Approach: This starts with planning for the presentation. What to wear to the venue, which again depends on the time of the day, season, etc.
- (v) Presentation: This is the peak of the selling process.
- (vi). Trial Closing: Trial closing is like serving a notice on the prospect. This gives him an opportunity to either decide immediately or seek more information or clarification before doing so.
- (vii). Handling Objection: Handling objections are part of the salesperson's job during the interest and desire stage (viii).

Closing: Here, the salesperson may wish to capture in a nutshell the key selling point in his product, making sure that the prospect understands clearly the terms of sales.

If the prospect is still refusing to buy, the salesman should "throw-in a threat or a deal" or both. A Threat is to inform the prospects that prices might likely increase next week or next month or whether the products might have finish by then i.e. the company might be-out-of-stock by next week or next month.

A Deal is to offer discount or lower price for the prospect. Cash discount, free delivery, free installation etc.

- (ix). Follow-up: The salesman must ensure that prospects are converted to customers and ensuring that the customer becomes a regular buyer and possibly a brand loyalist.

Q13. Explain the term sales promotion and discuss the different types of sales promotional tools you are familiar with

sales promotion is the use of short-term incentives to encourage purchase or sales of a product or service. Sales promotion can be targeted at three levels within the distributive chain.

Types of Sales Promotion

- The Consumer Promotion.
- The Trade (Retailer) Promotion.
- The Sales force Promotion

- (i). Consumer Promotion.

This is sales promotion designed to stimulate consumer purchasing including samples, coupons, rebates, price-offs, premium, patronage rewards, displays and contests etc.

- (ii). Trade (or Retailer) Promotion.

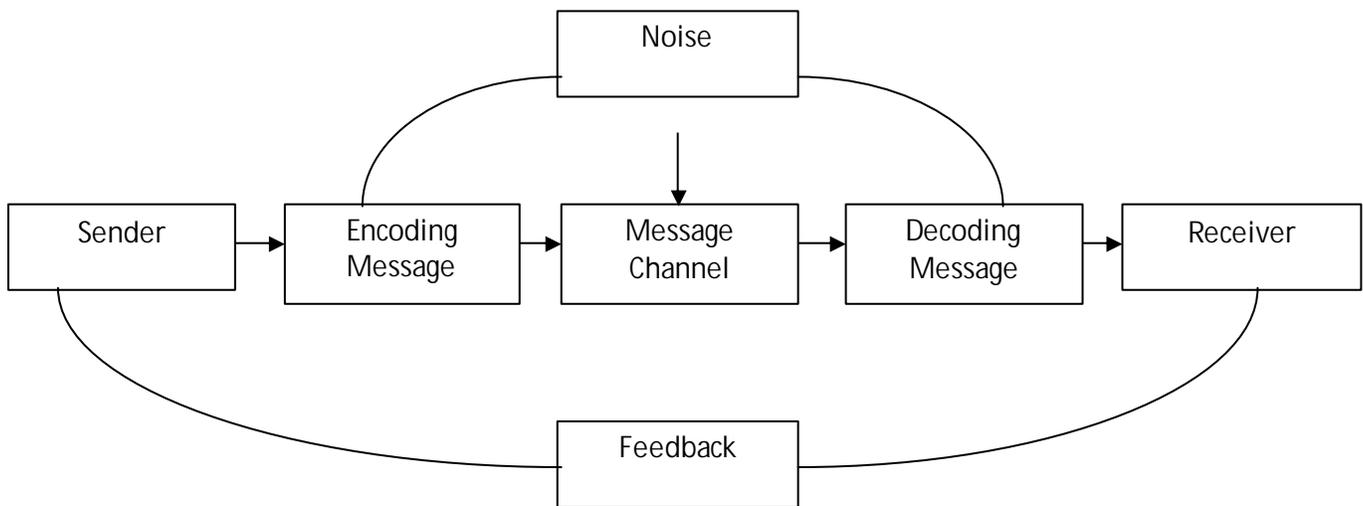
This is sales promotion designed to gain reseller support and to improve reseller selling efforts including discounts, allowances, free goods, cooperative advertising, trade shows etc.

(iii). Sales-force Promotion

This is a sale promotion designed to motivate the sales-force and make sales-force-selling efforts more effective. These include bonus, contests, sales rallies etc.

Q15. With the aid of appropriate diagram, explain the marketing communication process?

Figure 1: The Communication Process Model



- i. Sender: The sender is the originator of the message with a thought in the communication process. In telecommunication industry the sender could be the advertiser or the company etc. There are two factors that will determine how effective the communicator will be.
- ii. Encoding: Encoding is the conversion of the message of the advertiser's ideas, needs, intentions, information and thoughts into a message, usually in the form of words or signs.
- iii. Message Channel: The message channel is the medium utilized to convey a message; it is the means by which a message travels between the advertiser and the target audience. The channel

can be face-to-face conversation, telephone call, e-mail, radio, Newspaper, Magazines, Television, Billboards and the Internet.

- iv. Noise: Noise is anything that interferes, distorts or slows down the transmission of the message or information.
- v. Decoding: this is the interpretation of the language and symbols sent by the advertiser or the source who decodes the message.
- vi. Receiver: The receiver is the target audience receiving the message, making sense of it, or understanding and translating it into meaning.

Q17. Distinguish between above the line and below the line advertising?

Above-The-Line Advertising is an advert that is carried in the mass media e.g. Radio, Television, and Billboards.

Below –The- Line advertising any advert in directories, yellow pages

Q19. Succinctly examine the steps in developing an effective advertising programme?

Step 1: Setting objectives

Step 2: Assigning responsibilities

Step 3: Establishing the advertising budget

Step 4: Developing the themes

Step 5: Selecting the media

Step 6: Evaluating advertising effectiveness