

# IMC Class 02: Starting IMC

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# What do you need to know before starting **IMC**?

	Things I need to know:
1	Environment (see next slide)
2	Brand Positioning
3	Communication Process
4	Brief (more detail to come)

# What do you need to know before starting **IMC**?

## 1. Environment

– Macro: P-E-S-T-L-E

- Political
- Economical
- Social
- Technological
- Legal
- Environmental

# What do you need to know before starting **IMC**?

## 1. Environment (Cont.)

- Macro
- Micro
  - Consumer
  - Competitor
  - Network
    - Channel
    - Supplier

# What do you need to know before starting **IMC**?

1. Environment (see next slide): **Your own review**
2. Brand Positioning: **STP review in this class**
3. Communication Process: **Class#4**
4. Brief
  - Environment: **Your own review Brand**
  - Brand Positioning
  - Challenge/Objective: **Class#3**
  - Budget: **Class#4**

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