

MK 319

Integrated Marketing Communications

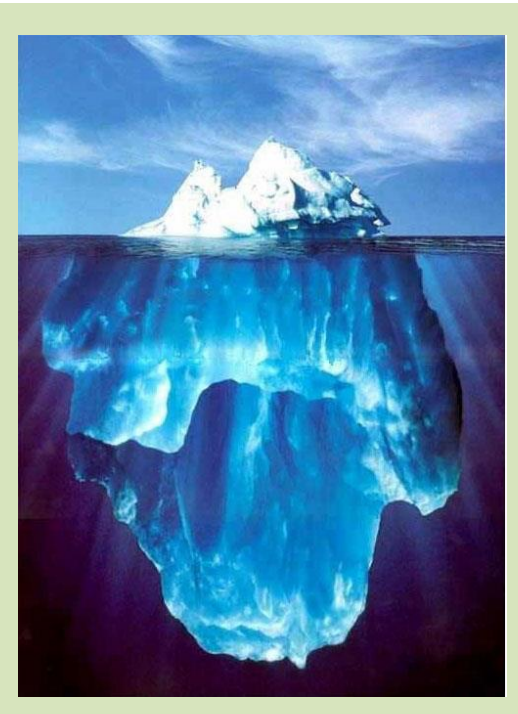
Dr. Alisara Charinsarn



What will we cover today?

- Getting to know each others
 - Student's expectation
- How we live and learn together
- Class overview
- IMC overview
 - Concept
 - Definition
 - Importance
 - Process
- Group work assignment

Integrated Marketing Communications (IMC)



Defining “Integrated Marketing Communications” (IMC)

“...IMC is a new way of looking at the **whole**, where once we only saw **parts** such as advertising, public relations, ... It’s a **realigning** communications to look at **the way the customer sees it...**”

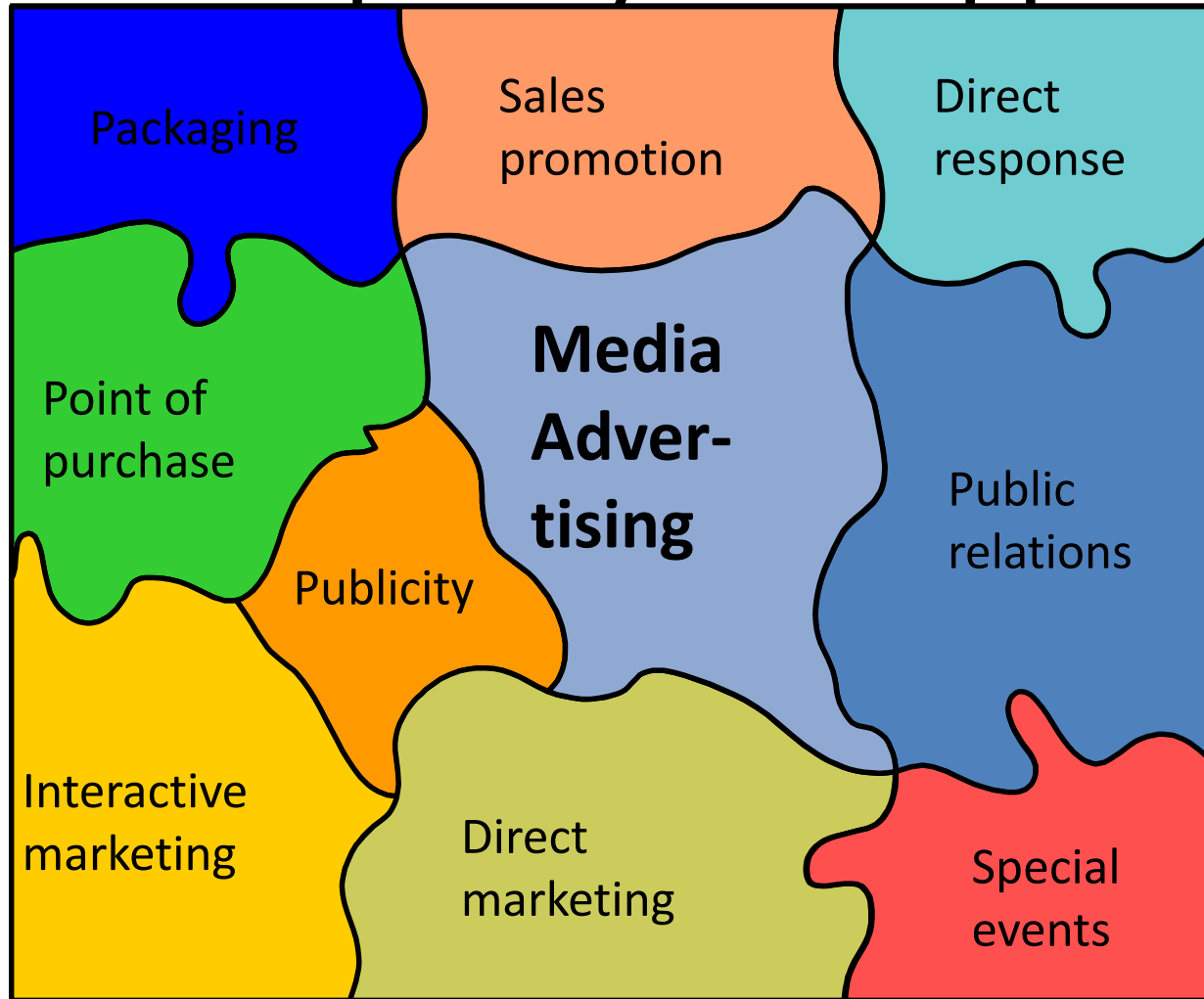
*Don E. Schultz (Northwestern University),
Stanley I. Tannenbaum (Northwestern University), and
Robert F. Lauterborn (University of North Carolina at Chapel Hill)*



Traditional Marketing Approach



Contemporary IMC Approach

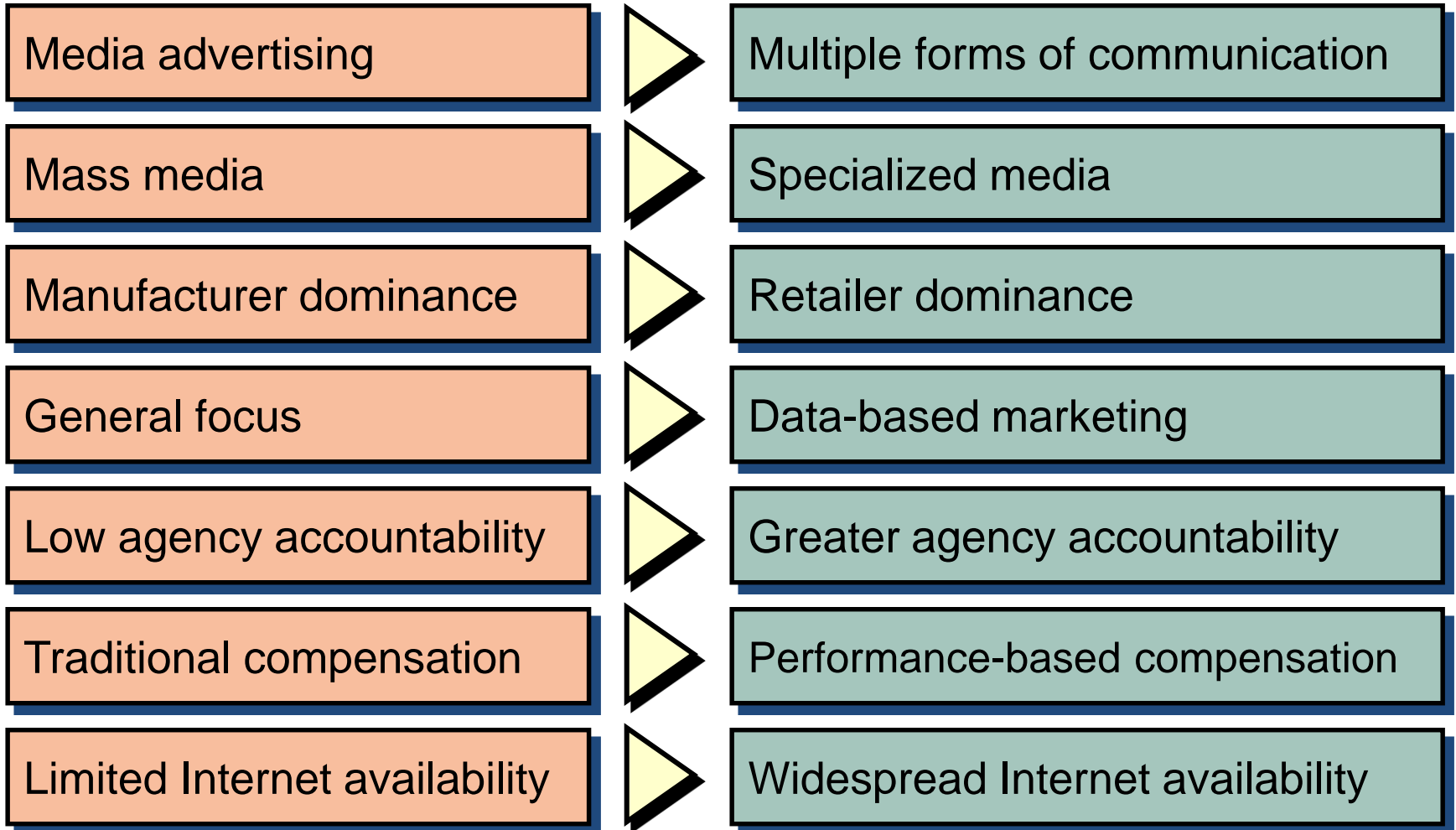


Behind the Growing Importance of

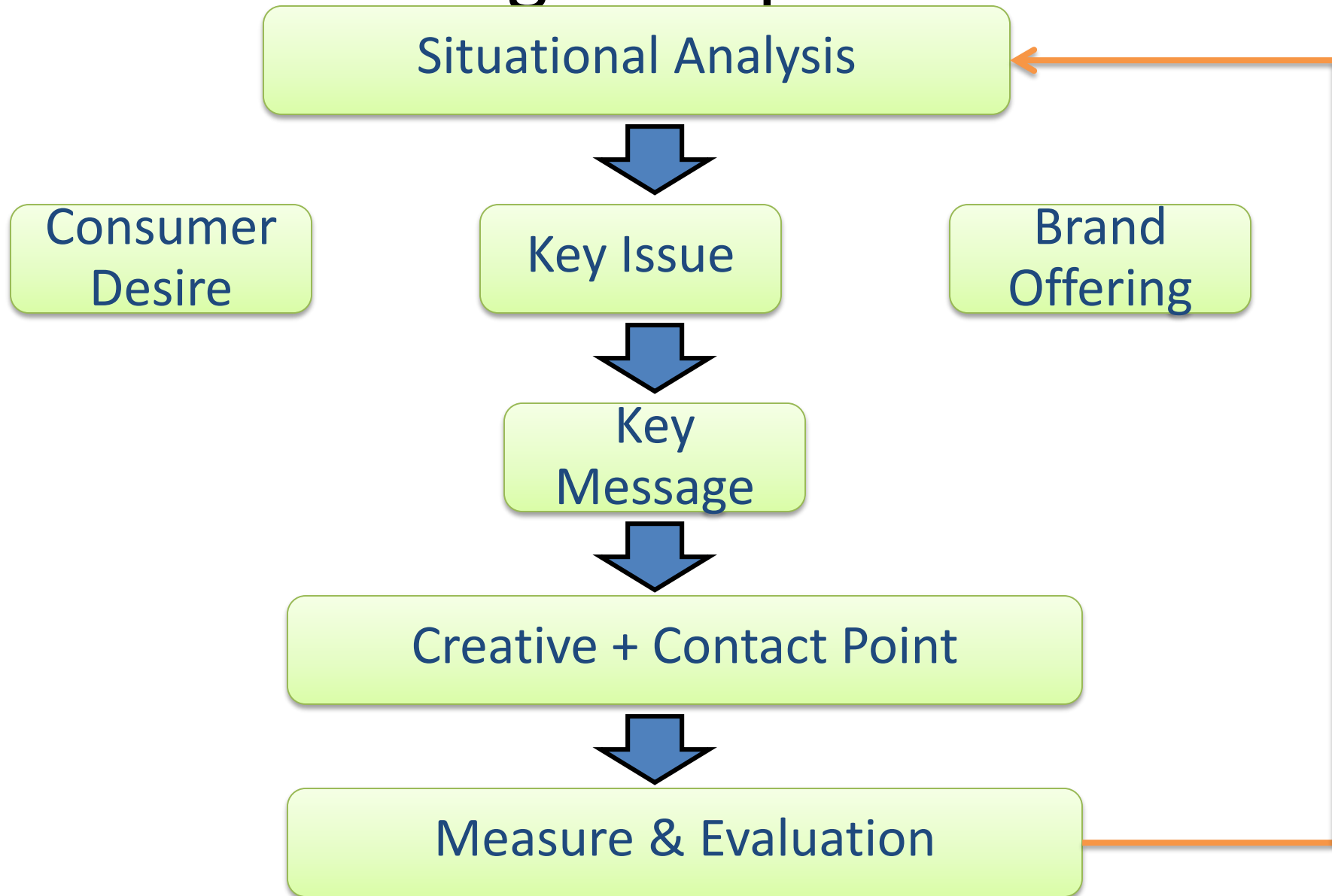
IMC

From

Toward



From Planning to Implementation



Group Work for Term Project

- Form a **group** for term project.
- Select a **brand** with one target group for the term project.
- Define **challenge/objective** (based on consumer understanding) for Objective Setting class (class #3).
 - Note that for class#3, you can use your hypothetical challenge/objective based on your educated guess.
 - After class#3, you have to conduct a small research as a base for your defined challenge/objective.

Group Work for Next Class

- Find an advertisement (ad) that **resonate** with you. Prepare the file at the beginning of the class (before the class begins.)