

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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Course Overview & *IMC* Concept



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Agenda

- Getting to know each others
 - Student's expectation
- Learning Theory
- Class overview
- IMC overview
 - Concept
 - Definition
 - Importance
 - Process
- Group work **ASSIGNMENT!!!**
- Getting to know each others (in more detail)
- How we live and learn together



Getting to Know



Getting to Know **YOU** !

*In Group
&
Briefly
(for now)*

- Name: Name Tag
- Career Wish
- Number of prior classes in Marketing?



Student's Expectation





Learning Theory



“Learning Theory”

People generally remember ...

10% of what they read

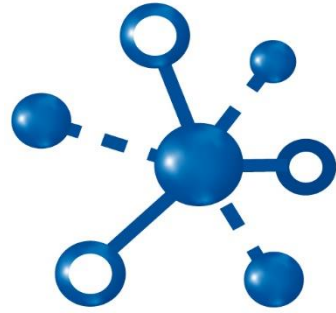
20% of what they hear

30% of what they see

50% of what they hear and see

70% of what they say or write

90% of what they say and do a thing



Class Overview



Class Overview

- Course **Outline**
 - Importance of **Assignment**
 - **Class** Leader and **Group** Leader
 - Student info **template**
 - **Facebook** group
-
- One conversation at a time
 - Feedback



คำนิยม

Alisara Charinsarn has done a masterful job of providing a current and future view of IMC for students, faculty and professionals. Her concept of the AVATAR model is unique and provides a unifying force that ties our historical marketing concepts to the customer-view of the marketplace as advocated by IMC principles and provides a pathway to the future. The text is thorough and complete with particular emphasis on the important role of measurement of IMC results. This is a modern and up-to-date view of IMC...the concept, the preparation and practice of IMC in an interactive marketplace. Kudos to Alisara.

Professor Dr. Don Schultz
Professor Emeritus-in-Service of Integrated Marketing Communications (IMC),
Northwestern University, renowned as "The Father of IMC"



"Marketing is going through a revolution after a century of evolution. The breakdown of traditional barriers to entry and the huge impact of technology on consumers and on business are forcing a rethink of traditional approaches to Marketing. Consumer journeys are becoming more complex and less linear. This book shows how to take a fully integrated view of the consumer journey and the new necessary approach to Marketing. It is an exciting read at an exciting time for Marketers."

Alan Jope
President Unilever Global Personal Care Division

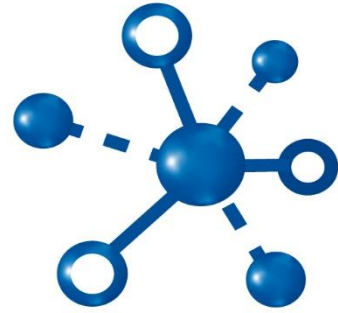


The world is evolving faster and faster. Technology changes consumer lifestyles and, thus, change the way brands market and communicate with their consumers. We are gradually shifting from mass targeting to niche targeting using different messages to communicate to them at different stage of AVATAR. This book covers comprehensive marketing and communication principles but trendy enough to tread the modern world we live in. It is a good guide for people who wants to get their hands dirty in marketing and communication.

Wanee Ruttanaphon
Chairman, IPG Mediabrands
Honorary Counsel, Media Agency Association of Thailand
Vice President, Media Reserch Development Association (Thailand)



ราคา 350 บาท
การสื่อสารการตลาดแบบบูรณาการ



IMC Concept



The changing IMC

	The Past:	The Presence:
1	Clearly separated marketing mix	Fused marketing mix
2	Clearly separated IMC process	Ambiguous IMC process – <u>no clear line</u> between steps; different processes can happen <u>simultaneously</u>
3	Linear and sequential IMC process	Non-Linear IMC process; and not necessarily sequential
4	Mass media	Fragmented media



IMC Definition

“A strategic process that plans, develops, and integrates seamless Marketing Communications from the point of view of the target consumer and stakeholder in order to build relationship and measurable behavioral response such as sales and loyalty, to produce a profit”

Alisara R. CHARINSARN
April 2018



IMC Concept - 1/3

- Outside-In:
 - Data driven
 - Behavioral response
 - Measurable
 - Stakeholder consideration



IMC Concept - 2/3

- One Voice:
 - Integrated contact points
 - One message
 - Strategic business process



“IMC”...

The 4th P or

The New Marketing Paradigm

???



Question

Besides Promotion/ Advertising,
What else Communicates?

- A. Product
- B. Price
- C. Place/ Selling Channel



IMC Concept - 3/3

- The new marketing paradigm,
not merely the fourth marketing mix

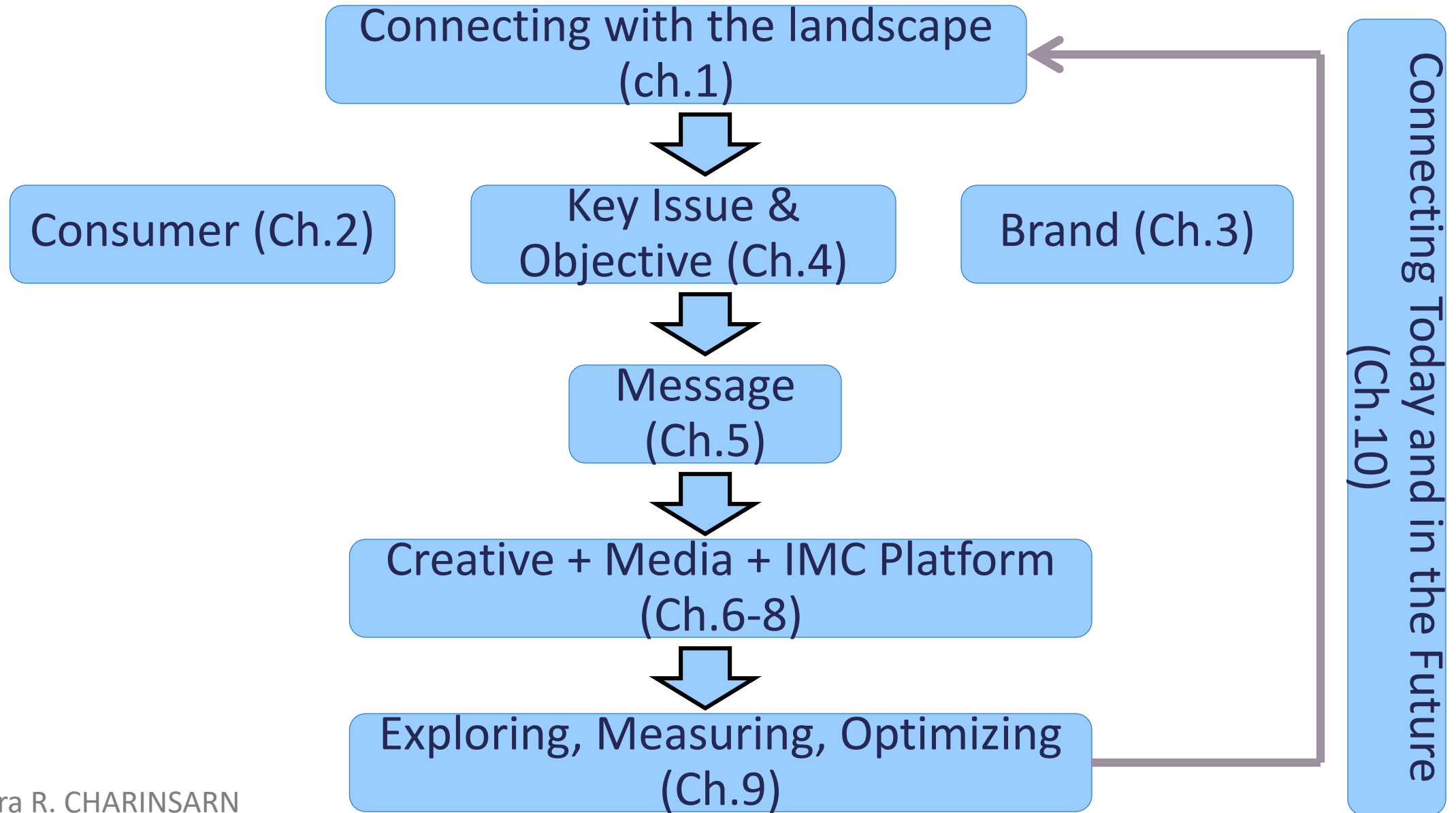


IMC Concept

Outside-In	One Voice	The New Marketing Paradigm



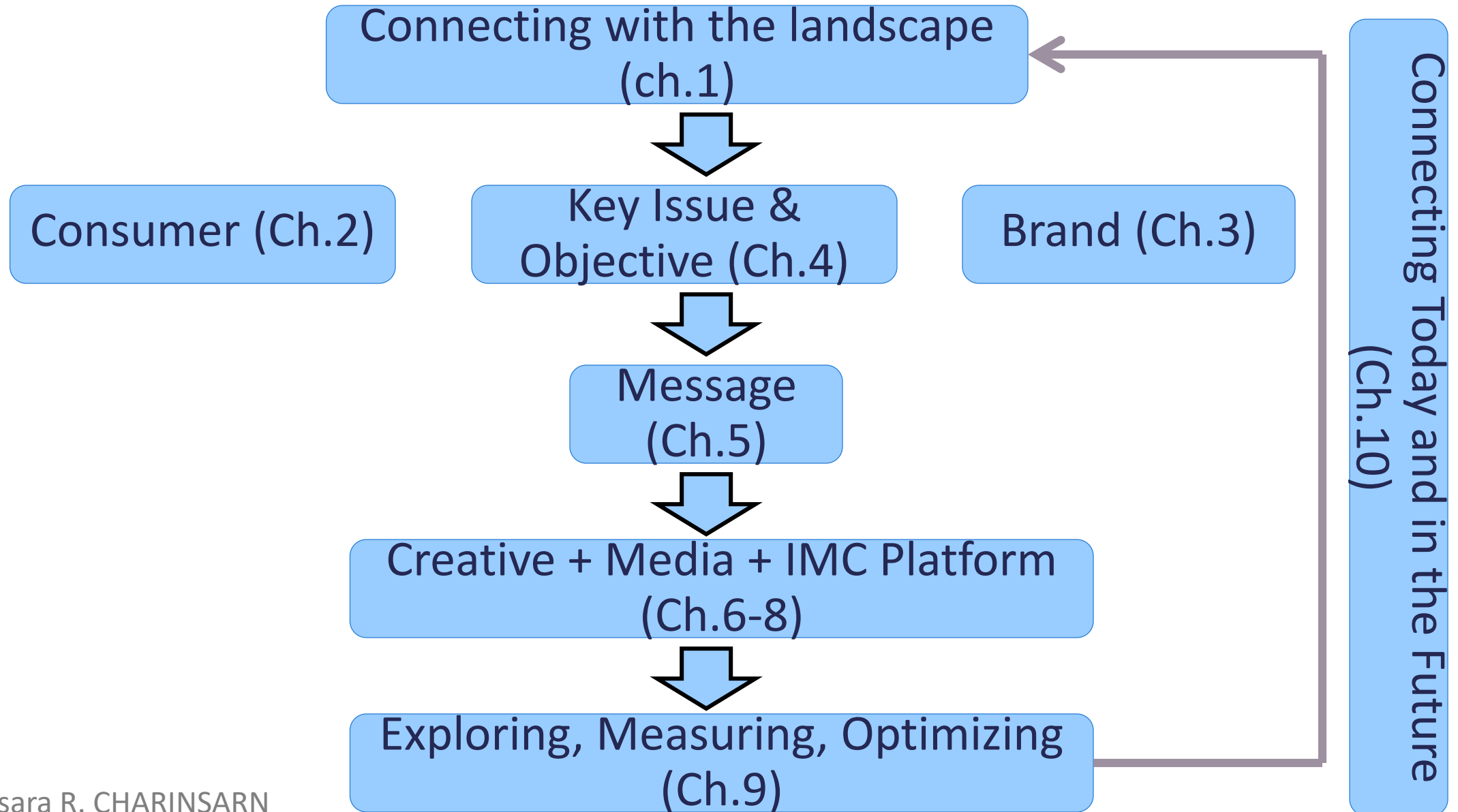
Connecting with Consumers (Overview: Intro ch.)





Connecting with Consumers

Which box is “What to Say” and “How to Say”?





Group Work Assignment

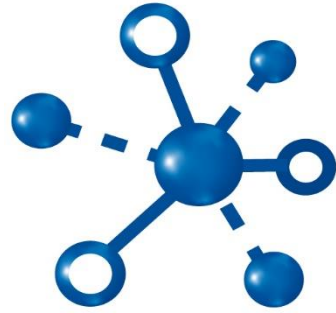


Group Work for Term Project

- 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.
 - Note that for Objective Setting class, you can use your hypothetical challenge/objective based on your educated guess.
 - After the Objective Setting class, 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 **resonates** with you. Prepare the file at the beginning of the class (before the class begins.)

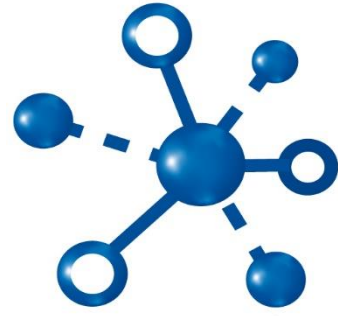


Conclusion



What did we cover today?

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Q & A
