



[Glossary]

Integrated Marketing Communications

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Advertising & Brand Management
Unit No. & Title:	Unit – 1 Foundations of Advertising
Lecture No. & Title:	Lecture – 4 Integrated Marketing Communications

Glossary

- **Advertising:** Advertising is bringing a product or service, such as an educational program, to the attention of potential and current customers through paid announcements in the print, broadcast or electronic media.
- **Brand :** A valued promise that an organization makes to its external and internal audiences; external audiences view a brand as the best and sometimes only solution to a problem they have; internal audiences must believe the brand is worthy of their commitment; all audiences must understand the brand and view it as important, believable and distinctive.
- **Communications :** The act or process of communicating; the imparting or interchange of thoughts, opinions or information by speech, writing or signs; something imparted, interchanged or transmitted; a document or message imparting news, views, information, etc.
- **E-marketing:** Electronic or e-marketing is a form of direct response marketing that uses the Web and e-mail to achieve marketing goals
- **Graphic design:** The art or profession of visual communication that combines images, words and ideas to convey information to an audience, especially to produce a specific effect.
- **Integrated marketing communications:** A comprehensive, coordinated management concept that is designed to make all aspects of marketing communication, such as advertising, brand marketing, sales promotion, public relations and direct marketing, work together as a unified force, rather than permitting each to work in isolation.