



[Summary]

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

Summary

Integrated marketing communications (IMC) is a process of managing customer relationships that drive brand value primarily through communication efforts. Advertising, Publicity, Public Relation, Sales Promotion, Personal Selling, Packaging, Internet, Trade fairs and Exhibition, Sponsorship these are the main tools of IMC. IMC helps to create awareness of the products, provide the information of the new products, act as a communication channel between the seller and the intermediaries and expand the business.

Identification of target audience, Determining the communication objectives, Determining the message , Selecting the communication channel, Determining the budget, Promotion Mix decision, Implementation of promotion mix and then Follow up these are the main steps in designing IMC.

We also looked into the Criteria on basis of which advertisement agencies should be selected as that form a major part while talking about advertisement.