

MT359: Advertising, Promotions, PR, Integrated Marketing Communication Strategies

Unit 1 Assignment: Details and Rubric

Most promotional campaigns are planned far in advance of implementation. The process for developing a campaign for a product or brand starts with a framework of all the items needed within the planning. This framework or outline will include the various IMC activities. Marketing managers will usually ask assistants and associates to gather information for the framework. A complete understanding of what goes into an IMC plan will help a marketer's career path.

For this Assignment, you are to select a single product that will be used throughout the course and result in a completed Course Project. This first part is where you create a framework for an IMC Campaign to promote the product for a one-year period. You may select a product that is either new, existing, or being repositioned. Be sure to explain the choice in your product proposal.

An IMC campaign is a complex set of interlocking, coordinated activities that has a beginning and an end. It outlines the objectives and strategies for a series of different but related marketing communication efforts that appear in different media, use different marcom tools, and convey different but complimentary brand consistent messages to a variety of stakeholders.

The objective is to make the most effective and consistent use of all marcom functions and to influence or control the impact of their communication elements.

Part 1 – Product Proposal

Note: You may choose a product (goods or services) from an existing business or organization in which you have a connection or choose a new product for a local organization in which you are familiar.

Submit your response to the following questions in paragraph format as a Product Proposal.

- What is the currently in existence product that could generate revenue, for which you will prepare various promotional materials during this class? Give the product a name and briefly describe it.
- What is the brand name of the organization that is marketing the product?
- Will your product be marketed locally, domestically or globally? Briefly explain the differences in relation to promotions planning.

Part 2 – IMC Plan Outline

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Generally, describe in outline format the six key parts of an IMC Campaign plan for your selected product. Be sure you designate if the market is business or consumer.

The outline is useful as a guide for the planning document, but more importantly, it also identifies the key strategic decisions that guide various sections of an IMC campaign plan.

I. Situation Analysis

- Background research
- SWOT: strengths, weaknesses, opportunities, threats
- Key communication problem(s) to be solved

II. Key Strategic Campaign Decisions

- Objectives
- Target and engaging stakeholders
- Brand positioning strategy

III. Marcom Mix

- Platforms and objectives
- Synergy

IV. Message Strategy

- Key consumer and brand relationship insights
- Message direction
- Strategic consistency

V. IMC Media and Contact Points

- Multimedia and multichannel
- Multiplatform
- Contact Points

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VI. Management and Campaign Controls

- Budgeting
- Evaluation of effectiveness

Directions for Submitting Your Assignment

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your Assignment is in the appropriate format (Word®, Excel®, PowerPoint®, or other), then proofread completed assignment

Once completed, submit your Assignment to the Unit 1 Assignment Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 1 Assignment: Criteria	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Part 1- Product Proposal		
• Product description	8	
Part 2- IMC Plan Outline		
• IMC Structure	12	
• Key topic details of each section	12	
Writing Style, Grammar, APA		
Syntax and spelling	4	
Response displays effort to analyze	2	
APA is used and correct	2	
Total Points	40	