
INSTRUCTOR SOLUTION MANUAL FOR

Advertising & Promotion 8CE Michael Guolla, George E. Belch, Michael A. Belch

Chapter 1-19

Chapter 1: Integrated marketing Communication

Chapter Overview

This chapter provides an overview of advertising and promotion. The first section summarizes how marketing communication conveys marketing mix decisions. The promotional mix is introduced, and the firms involved in promotion planning and execution are highlighted. This chapter introduces integrated marketing communications (IMC) and discusses its evolution, a renewed perspective, and importance. Most marketers understand the value of strategically integrating the communication functions rather than having them operate autonomously and so this provides a foundation of the book's IMC perspective. A model of the IMC planning process is examined to illustrate the content of a promotional plan. Finally, the organization of the text that is consistent with the planning process is summarized.

Learning Objectives

1. Describe the importance of marketing communication within the marketing mix.
2. Identify the content of the promotional mix - advertising, sales promotion, public relations, direct marketing, digital, and personal selling – and summarize their purpose.
3. Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution, renewed perspective, and content.
4. Explain the IMC planning process model and express the steps in developing a marketing communication program.
5. Identify how the IMC planning process is continued throughout all chapters.

Chapter and Lecture Outline

I. MARKETING COMMUNICATION

This section reviews the definition of marketing and illustrates how advertising and promotion communicates the remaining elements of the marketing mix to support the AMA definition.

- A. **Marketing**— Most students have had a marketing course; however, it is helpful to remind them of definition of marketing. The American Marketing Association defines **marketing** as: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

A description of marketing should include a summary of the activities involved in the marketing process and the different types of companies that use marketing extensively, including both profit and nonprofit organizations. It is important to indicate that each element of the marketing mix includes several decisions. This reminder leads the way to identifying the text's scope. The marketing mix point highlights that marketing communication is responsible for drawing attention to product, price and distribution elements in the message received by the audience.

- B. **Communicating Product**—an organization exists because it has a product, service, idea or cause to offer. Discussion can focus on the value offered by the product and the fact that goods and services offer attributes and benefits that satisfy needs. Benefits are communicated as functional based on their features or attributes. They are also subjectively claimed in ads based on performance. And they are

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