

Elements of an Integrated Marketing Communication Strategy:

Advertising (most visible IMC component) → entails the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firm, non-profit organisations, government agencies

i.e. who seek to persuade/inform members of their target audience of their product

Steps in Planning & Executing an Ad Campaign:

Step 1: Identify the Target Audience

- Success depends on how well the advertiser can identify its target audience
- Target audience may or may not be the same as current users e.g. NBA fans are familiar with adidas so they feature DRose on their ads, but pop music fans wouldn't pay attention to sport brands so the marketers feature Katy Perry

Step 2: Set Advertising Objectives (Advertising Plan)

- **Pull strategy** → when the goal is to get consumers to pull the product into the marketing channel by demanding it
- **Push strategy** → designed to increase demand by focusing on wholesalers, retailers or salespeople - attempt to motivate them to highlight their product and not competitors' products
- **Informative advertising** → a communication used to create and build brand awareness, with the goal to get a consumer to purchase the product
- **Persuasive advertising** → motivating consumers to take action
- **Remind advertising** → a communication used to remind or prompt purchases
 - E.g. reminding toilet paper buyers that Kleenex is the best choice through constant ads on tv
- **Product-focused advertisements** → inform, persuade or remind consumers about a specific product
- **Institutional advertisements** → inform, persuade or remind consumers about issues related to place, politics or an industry

Step 3: Determine the Advertising Budget

- Determine how much they'll need - where do they want to portray their message and how much is it all going to cost?

Step 4: Convey the Message

→ The Message

- The message provides target audience with reasons to positively respond
- Best starting point convey the key benefits of the product
- Unique selling proposition (**USP**) common theme or slogan Eg: Nike - 'Just Do It'
- **Informational Appeals** → help consumers make decisions by offering factual info that persuades consumers due to key benefits
 - E.g. listing energy drink facts in ads
- **Emotional Appeals** → satisfy consumers emotional desires
 - E.g. sex appeal – lynx small pulls bitches

Marketing Final Exam Solutions Coursera

Maxwell Ranasinghe



Marketing Final Exam Solutions Coursera:

The Diffusion and Social Implications of MOOCs Valentina Goglio, 2022-01-25 Chapter 9 of this book is available for free in PDF format as Open Access from the individual product page at www.routledge.com It has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license Since their first appearance in 2011 Massive Open Online Courses MOOCs have been at the centre of a great deal of media attention owing to their disruptive potential in education As university level courses delivered free of charge on digital platforms they have also been the occasion of conflicting views regarding the quality of education and the future configuration of higher education systems Based on new empirical research including qualitative interviews as well as quantitative data from learners across several MOOCs this book contributes to the debate by providing a comparative study of the diffusion and social implications of MOOCs in the USA where everything started and in Europe where MOOCs were belatedly adopted by higher education institutions but now exhibit remarkable growth Investigating the impact of MOOCs at macro level on national higher education systems as well as the social implications of MOOCs at micro level with particular attention to the opportunities offered to learners to acquire knowledge and skills *The Diffusion and Social Implications of MOOCs* provides an encompassing comparative investigation of the specificity and social implications of the diffusion of MOOCs in two geographically and institutionally diverse contexts As such it will appeal to social scientists with interests in new technologies and higher education

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[Marketing McQ's: 580 Frequently Asked Questions Are Answered from a Question Bank of 1600 Questions](#) Maxwell Ranasinghe, 2018-10 This book offers you a

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