

File Type PDF Integrated Marketing Communication Exam Paper

An IMC plan is a blueprint of the complete marketing communications program for a brand or product. It is a formal document that evaluates the background of the brand and presents a set of guidelines and an integrated action program for advertising, sales promotion, direct marketing, and public relations.

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Qualifications in England ICM is an Awarding Organisation recognised by Ofqual, The Office of Qualifications and Examinations Regulation, in England. Ofqual regulates the ICM Level 2 Award in Psychology only which is currently in development for a 2021 launch. For information on this and on any new ICM qualifications please keep an eye on our news and announcements section.

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a) Explain FIVE reasons why most companies have embraced the integrated marketing communications (IMC) strategy for promotion of their products and services. (10 Marks) b) Many companies are increasingly using direct marketing to promote their products and services. Explain any SIX benefits that may be derived by such organizations. (12 Marks)

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This paper aims at the clarifying various beliefs about IMC in the consumer market especially in planning and advertising. IMC has a great potential for several organizations and businesses operating in varied environments. This paper focuses on the reasons for the adoption of IMC as well as the barriers against the efficiency of operation of IMC strategies.

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