

Integrated Marketing Communications

MARKETING APPROACH FOR SUCCESS

(PART 1)



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AMIMAH BINTI TALIB
NOR AMIZA BINTI MUHAMAD

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We hereby declare that this module is our original work. To the best of our knowledge it contains no materials previously written or published by another person. However, if there is any, due acknowledgement and credit are mentioned accordingly in the e-book.

PREFACE

This e-book is suitable for polytechnics' lecturers and students to be used as a study material in teaching and learning process. The books content follows polytechnics' syllabus for Integrated Marketing communication subject. Lecturers can use this book in class to guide their students in their lessons and at the end of each chapter, review exercises are provided to facilitate the students to understand better about the subject.

It is hoped that polytechnics' lecturers and students find this book useful and helpful to be used in their teaching and learning process.

Rehan Binti Berhanudin
Amimah Binti Talib
Nor Amiza Binti Muhamad

ABSTRACT

The "Integrated Marketing Communications – IMC (Part 1)" introduces a comprehensive educational material on IMC, and to create a resource that can help students, professionals, and businesses understand and implement IMC effectively. This book functions as a way to enhance students' knowledge on personal brand and it can lead to speaking engagements, consulting opportunities, and increased visibility in the industry. IMC provides a comprehensive view of marketing, encompassing various communication channels and strategies. It helps students understand how different elements work together to create a cohesive marketing campaign. In summary, this book equipped with all the information about integrated marketing communications which can provides students with valuable skills and knowledge that are relevant in a wide range of career paths. It fosters adaptability, creativity, and effective communication – all essential skills for success in today's dynamic job market.

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CHAPTER 1:

Introduction to Integrated Marketing Communications



1.1 WHAT?

is Integrated Marketing Communications?

Definition:

The process of conveying a unified message across a variety of channels to drive higher customer engagement for a company's products and solutions.

Duncum (2002)

Defines IMC as a process for managing customer relationships that drive brand value.

It is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program, which maximizes the impact on consumers and other end users at a minimal cost.



1.2



of Integrated Marketing Communications

A consistent message is both powerful and influential.

i. Communicates brand message to a larger audience

- It helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.
- It is more effective as it carefully blends various marketing tools such as advertising, public relation, direct marketing and others.

ii. Produces better sales impact

- By developing more efficient and effective marketing communications programs, for sure it can help company to get high demand from customers thus produces better impact in sales.

iii. Create brand awareness among customers at a minimal cost

- This is not only successfully promoting their brands among target audience but also develop trust among them who would always stick to their brand, no matter what.
- Through Integrated Marketing Communication, similar message goes to customers simultaneously, eventually creating a better impact on them.

iv. Focuses not only on winning new customers but also maintains long term customer relationship

- IMC ensures two ways dialogue with customers - a must in all business.
- Customers' feedbacks need to be monitored well in order to survive in the long run.
- In the current scenario of competition, marketers need to promote their brands by effectively integrating relevant marketing tools for better results and increase productivity.

1.3

Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.



Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

1 Advertising



Uses various media channels such as television, radio, print, online, and outdoor advertising to reach a wide audience.

It allows companies to create awareness, generate interest, and communicate key messages about their products or services.



Integrated Marketing Communications



Refer to:

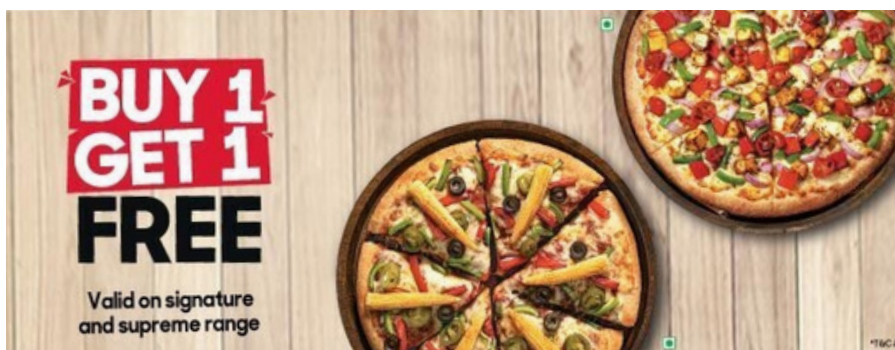
Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

2 Sales Promotion

Short-term incentives to encourage the purchase or sale of a product or services.

This tool includes activities such as discounts, coupons, contests, giveaways, loyalty programs, and point-of-purchase displays.

Sales promotions are typically used to encourage trial, increase purchase frequency, and drive sales volume.



Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

Personal presentation by the firms' sales force for the purpose of making sales and building customer relationships.

3

Personal Selling



It is a highly personalized and interactive tool used to demonstrate products, address customer concerns, build relationships, and ultimately close sales.

Personal selling is particularly effective for high-value or complex products and services.



Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

4

Public Relation

Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.



It involves activities such as media relations, press releases, publicity events, and crisis communication.

PR helps in building a positive brand image, establishing credibility, and maintaining relationships with the media and the public.



Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

It is direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.

5

Direct Marketing



It allows companies to deliver targeted and personalized messages, build customer relationships, and drive specific actions or responses.

Direct marketing involves communicating directly with individual consumers or target groups through various channels, such as direct mail, email marketing, telemarketing, catalogs, and personalized messaging.



Integrated Marketing Communications



Refer to:

Integrating various marketing tools such as advertising, sales promotion, internet marketing, public relation activities, direct marketing and personal selling to promote brands so that similar message reaches a wider audience.

6

Interactive and Internet Marketing

also known as digital marketing, web marketing, online marketing, search marketing or e-marketing.

It is the marketing (generally promotion) of products or services over the internet.

Interactive marketing and internet marketing are two related concepts that leverage digital technologies and interactivity to engage with audiences and promote products or services.



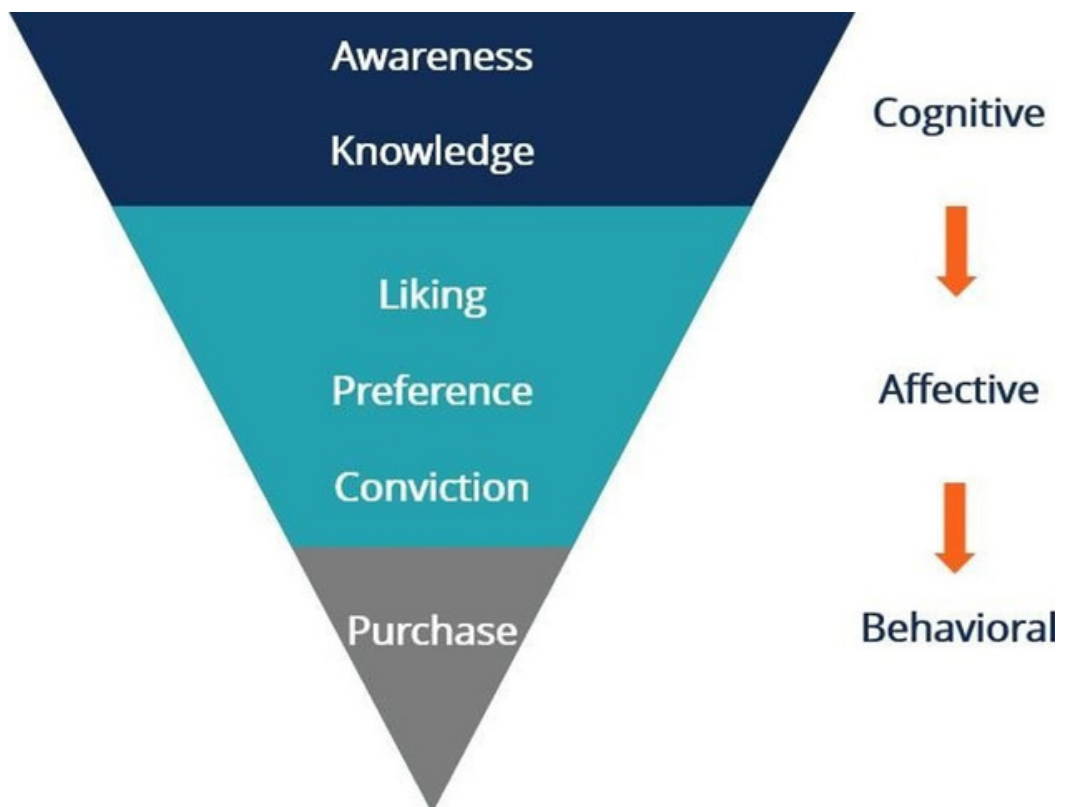
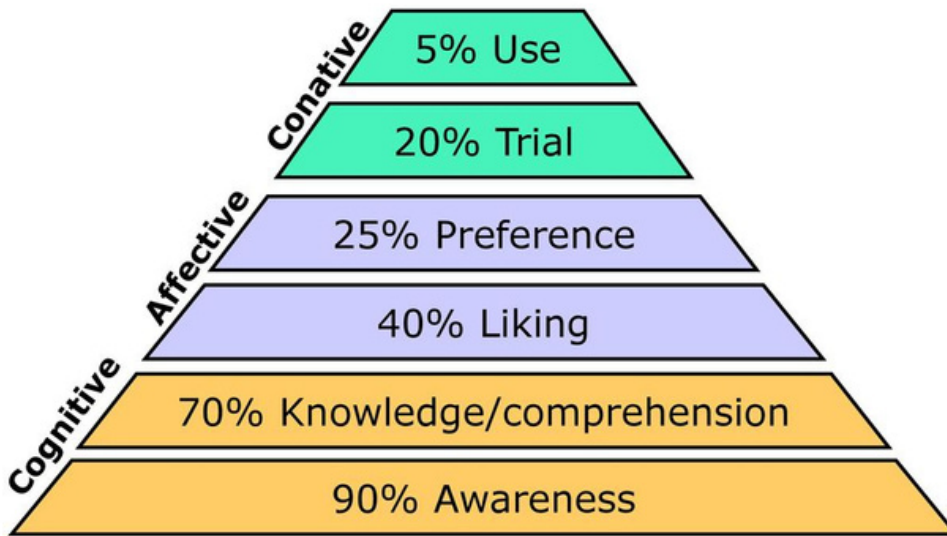
While interactive marketing focuses on creating engaging and participatory experiences for consumers, internet marketing encompasses a broader range of marketing activities conducted online..

1.4

Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS

Communications Effects Pyramid



Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS



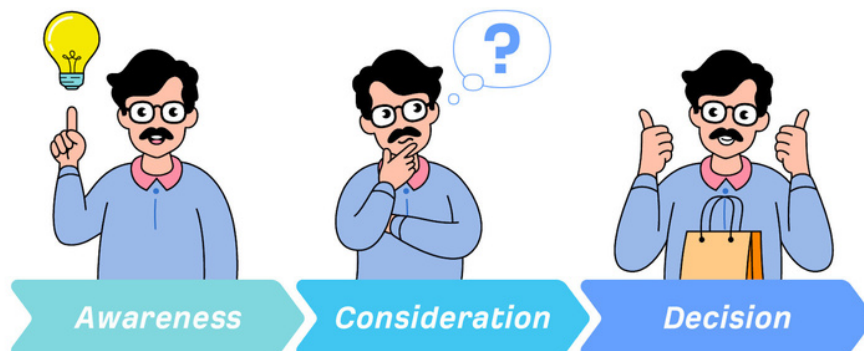
1

AWARENESS

The marketer task is to build awareness, perhaps just name recognition, with simple messages repeating the product name.

Marketers must make their potential consumer aware of their products before they could sell to them. Marketer should create advertising and promotional campaign that could make their name noticeable and attract potential customers.

The Buyer's Journey



The buyer realizes they have a problem. They want to understand more about it.

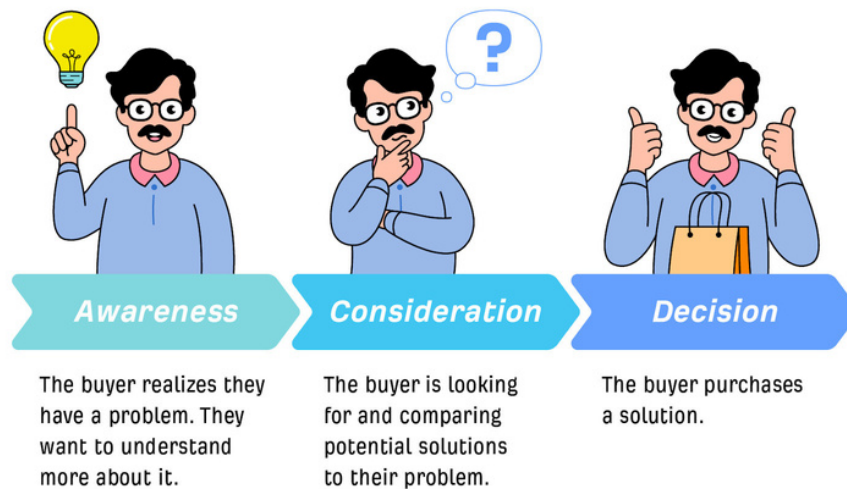
The buyer is looking for and comparing potential solutions to their problem.

The buyer purchases a solution.

Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS

The Buyer's Journey



2

KNOWLEDGE / COMPREHENSION

The target audience might have product awareness but not know much more; hence this stage involves creating brand knowledge.



Consumers who have captured/are aware of the product will normally start obtaining knowledge about what the product could offer.

Hence advertisements must provide the complete information such as experts advice, comparative ads and endorsements from specialists to convince the potential consumer.

Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS



3

LIKING

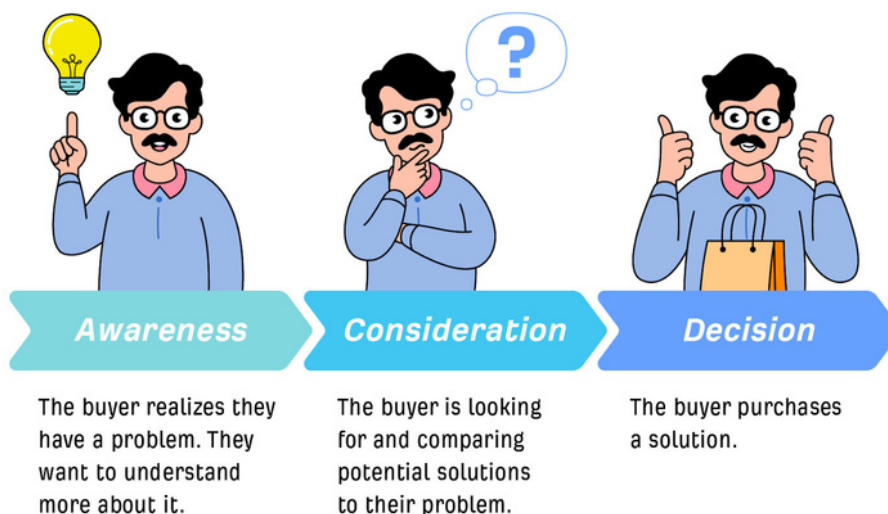
If target members know the product, how do they feel about it? If the audience looks unfavorably towards the product to communicator has to find out why.

Marketer must try to build consumer preference by promoting quality, value, performance and other features.

Once consumers are happy with the information they will tend to like (or least have a positive attitude towards) the product. Advertisements with music, interactive, humanity, warmth, joyful, inviting, creative and will most likely entertaining the consumers.



The Buyer's Journey



Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS



4

PREFERENCE

The target audience might have product awareness but not know much more; hence this stage involves creating brand knowledge.

Consumers who have captured/are aware of the product will normally start obtaining knowledge about what the product could offers.

Hence advertisements must provide the complete Information such as experts advice, comparative ads and endorsements from specialists to convince the potential consumer.

Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS



5

TRIAL / CONVICTION

A target audience might prefer a particular product but not develop a conviction about buying it.

Consumer preference can be turned into beliefs when they are certain about the product and manufacturer of the products. Product reviews and testimonials in advertisements are normally used for this purpose.



Product Trial



Objectives of IMC

BASED ON COMMUNICATIONS EFFECT PYRAMIDS



REPURCHASE



6

REPURCHASE / REGULAR USE

Finally, some members of the target audience might have conviction but not quite get around to making the purchase.

Consumers will decide based on their confidence and belief of the products and the benefits offered that suit their needs and wants.

Tutorial: Chapter 1

SECTION A (OBJECTIVE): ANSWER ALL QUESTIONS

Question 1:

_____ involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers.

- A. Marketing mix
- B. Integrated marketing communications
- C. Relationship marketing
- D. Sales promotion

Answer: B

Question 2:

_____ is a system of marketing by which organizations communicate directly with target customers to generate an immediate response or a transaction.

- A. Advertising
- B. Sales promotion
- C. Direct marketing
- D. Public relation

Answer: C

Question 3:

Advertising is defined as any _____.

- A. Nonpersonal communication about a good or service that is not paid for or run under identified sponsorship.
- B. Any communication about a good, service, or company.
- C. Any communication that moves a product from 1 level to another level of the distribution channel.
- D. Paid forms of nonpersonal communication about a good, service, or company.

Answer: D

Question 4:

_____ includes those marketing activities that provide extra value or incentives for purchasing a product such as rebate and premiums.

- A. Direct marketing
- B. Personal selling
- C. Public relations
- D. Sales promotion

Answer: D

Tutorial: Chapter 1

Question 5:

Which describes difference between publicity and advertising?

- A. Advertising is done by manufacturers, and publicity is done by retailers.
- B. Advertising is personal, and publicity is nonpersonal in nature.
- C. Advertising is paid for by the sponsoring organization, and publicity is not.
- D. Advertising typically utilizes mass media, and publicity does not.

Answer: C

Question 6:

One of the promotional mix element that allows for direct contact between a buyer and seller and allows a message to be modified according to the needs or reactions of the customer are called as _____.

- A. Direct mail
- B. Public relations
- C. Sales promotion
- D. Personal selling

Answer: D

Question 7:

Which are the correct objectives of IMC?

- A. Awareness-Knowledge-Preference-Liking-Conviction-Purchase
- B. Awareness-Knowledge-Preference-Liking-Purchase-Conviction
- C. Awareness-Knowledge-Liking-Preference-Conviction-Purchase
- D. Awareness-Knowledge-Conviction-Liking-Preference-Purchase

Answer: C

Question 8:

Which statement is correct about the objective of IMC

- i. Plays an integral role in communicating brand message to a larger audience.
- ii. Move buyers to action the first time and reinforce their positive experience.
- iii. Create brand awareness among customers at a minimal cost.
- iv. Focuses on seeking for new customers and maintaining long term healthy relationship with them.

- A. i,iii,iv
- B. i,ii,iii,iv
- C. i,ii,iv
- D. i,ii,iii

Answer: B

Tutorial: Chapter 1

SECTION B (STRUCTURE): ANSWER ALL QUESTIONS

Question 1:

Identify **FOUR (4)** benefits of using integrated marketing communications.

(10 marks)



Question 2:

List down **FIVE (5)** types of advertising media.

(5 marks)



Question 3:

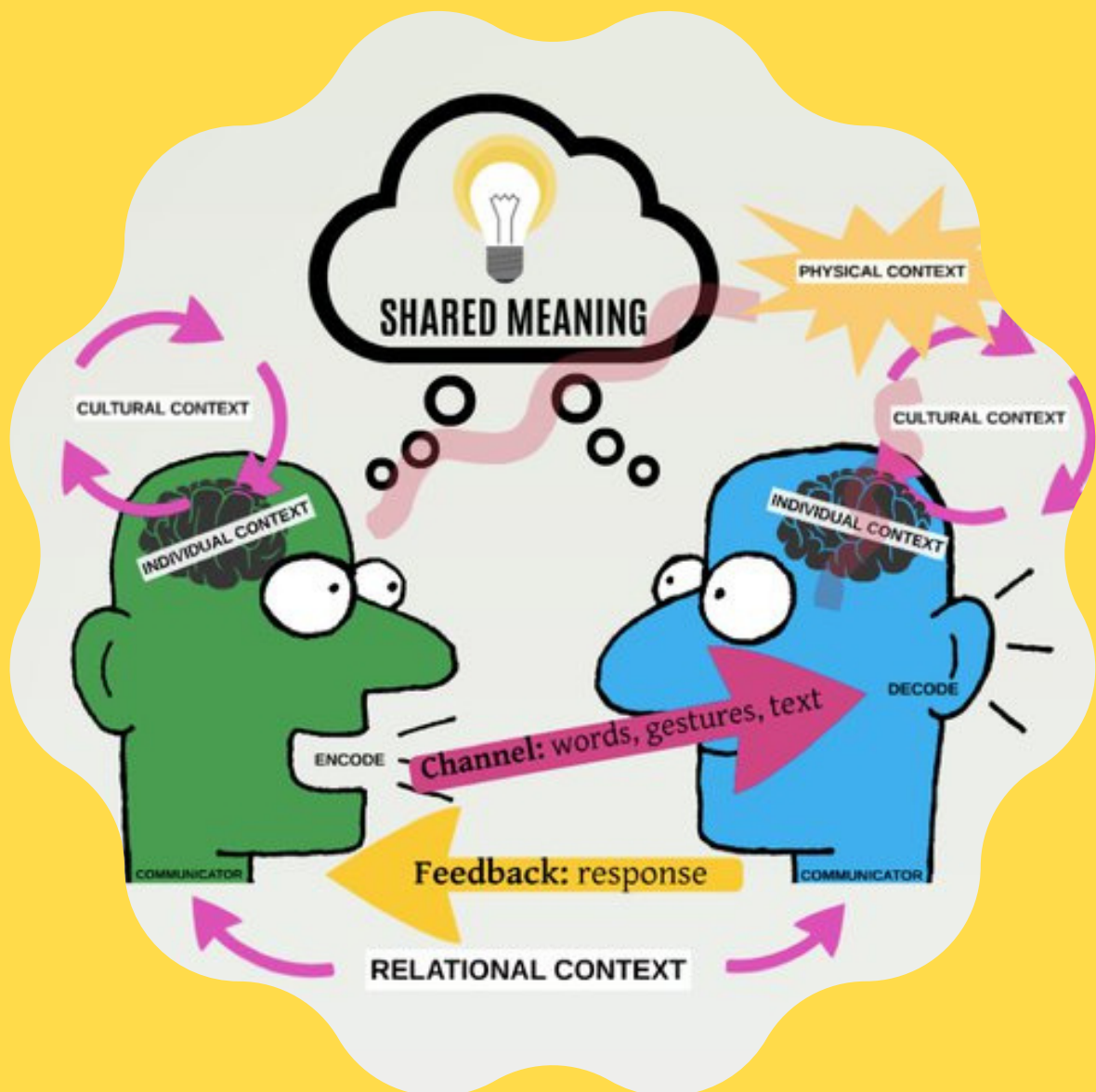
Explain any **FIVE (5)** tools used in Integrated Marketing Communication (IMC).

(10 marks)



CHAPTER 2:

The Communication Process



Definition of

COMMUNICATION



Communication can be defined as the process of transmitting information and common understanding from one person to another.

(Keyton, 2011)

2.1 Elements of the

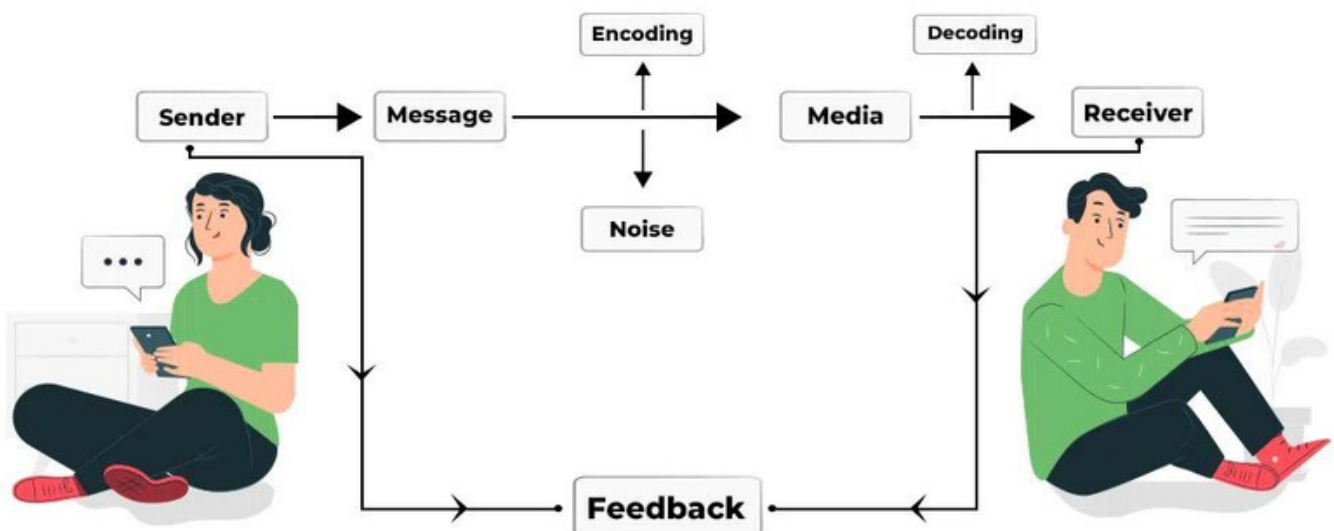
COMMUNICATION

process.....

The communication process involves understanding, sharing, and meaning, and it consists of **nine** essential elements: **source/ sender, encoding, message, media/channel, decoding, receiver, response, feedback, and noise.**



Elements of Communication Process

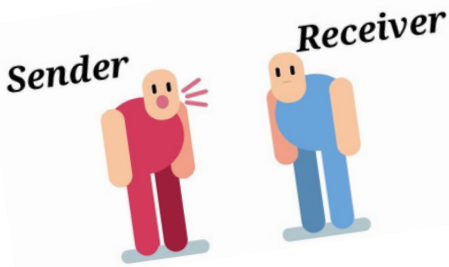


Elements of the Communication



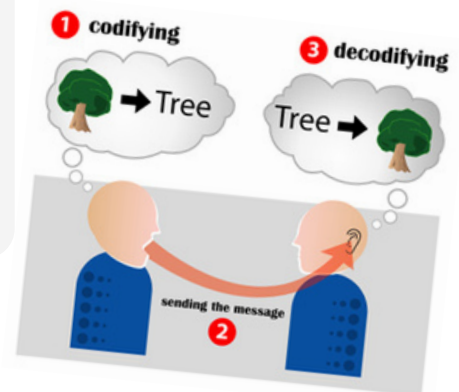
1 Source/ Sender

- Sender is a person who sends a message to the receiver.
- The sender is also known as the encoder of the message.
- The sender initiates the communication process and starts the procedure by sending a message or information.



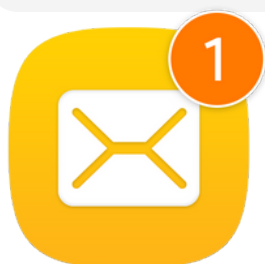
- Encoding means transforming abstract opinions and ideas into symbols such as words, pictures, signs, and marks.
- A symbol might represent or indicate opinions, statements, and actions.
- The message of any communication is always abstract and intangible. Transmission of the message requires the use of certain symbols.

2 Encoding



3 Message

- The message refers to the information, ideas, feelings, opinions, thoughts, attitudes, and views the sender wants to deliver to the receiver.
- The message seems like a vital element of any communication process.
- Any communication conveys the message, also known as sharing ideas, opinions, thoughts, and information.



Elements of the Communication



4 Media/ Channel

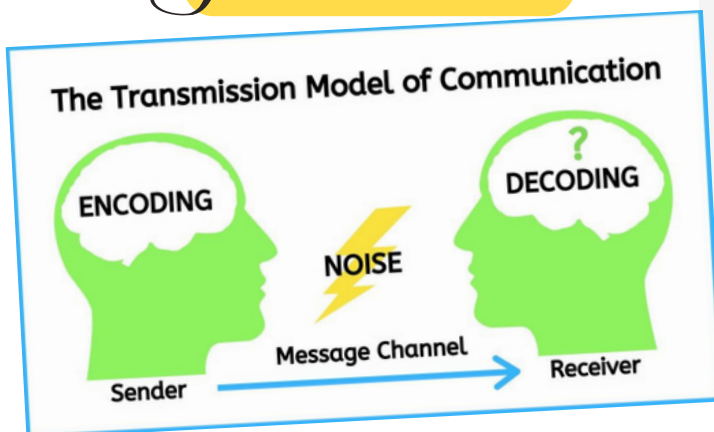


- Channel is the way or tool of transmitting the message.
- It is also known as a medium in communication that conveys the message from sender to receiver.



- Communicators use different channels to communicate in a distinct context of communication. In face-to-face communication, the sender's senses, such as hearing, seeing, smelling, touching, and tasting, are the channel of transferring the information.

5 Decoding

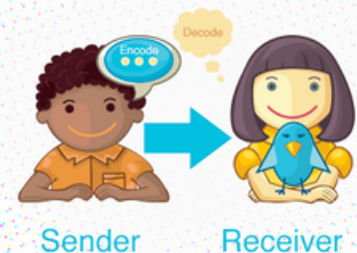


- Decoding is “the process of” translating an encoded symbol into ordinary understandable language in contrast to the encoder.
- In this process, the receiver converts the symbols into thoughts received from the sender.
- Decoding is the opposite process of encoding to get the message's meaning.

- A receiver is a person for whom the message is targeted, unlike the sender.
- The receiver is the audience of the communication process that decodes the message to perceive the meaning.
- The sender indeed sends a message aimed at the receiver.
- Receivers can be one person or a group of people, or a big amount of the population.

6 Receiver

Communication Model



Elements of the Communication



7 Response



- After receiving a message, the receiver responds in some way and signals that response to the sender.
- The signal may take the form of a spoken comment, a long sigh, a written message, a smile, or some other action.

- That is, although we are not speaking to another person, we are communicating by listening.



8 Feedback

- Feedback in communication refers to the response of the receiver or audience.
- Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.). It may take written form and also in the form of memos, reports, etc.
- It is also one of the essential elements of the transactional communication process.



9 Noise



- Noise in communication is any barrier that obstructs the effectiveness of the communication process.
- It exists in all kinds of communication, such as face-to-face, group, mediated, etc.
- Communication will be more effective and interactive if there is no noise.





of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS

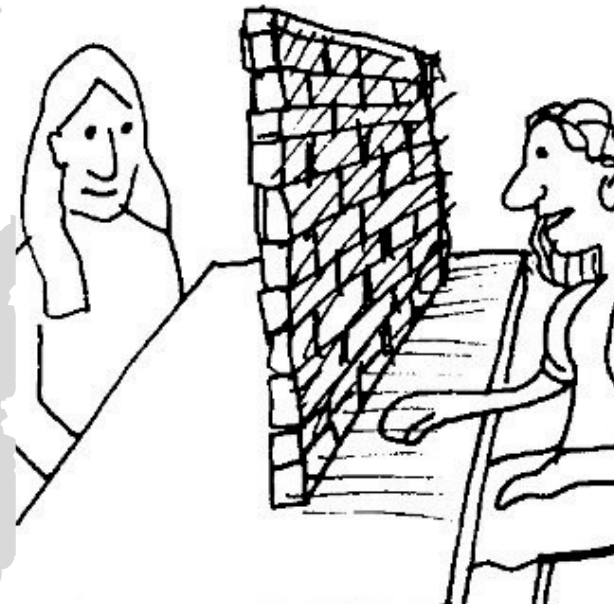
1

PHYSICAL BARRIER

- Physical barriers are a result of disturbances in our surroundings which leads to ineffective communication.
- Its examples include inadequate equipment such as outdated computers, Internet connectivity, background noise, poor lighting, fluctuating temperatures, etc.
- Any physical object or sound that hinders effective communication is a physical barrier.
- Physical barriers also encompass the effect of distance between the sender and the receiver of a message.

2.3 Ways to overcome PHYSICAL BARRIER

- Ensure that the room is well lit but not too bright. Make sure that if the sun is coming through the windows, there are no shadows or reflections on any overhead presentations and that it is not blinding the audience.
- If someone is expected to listen for a prolonged period of time, suitable seating and seating arrangements are important.
- The room should have adequate ventilation. Optimum listening occurs when the room temperature is maintained at a comfortable level.
- Wherever possible, avoid having physical barriers such as lecterns or tables between the sender and receiver.





of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS

2

CULTURAL BARRIER

- Different cultures have their own way of conveying messages.
- Besides language, people convey messages using gestures and symbols, which may not be universal.
- When these gestures and symbols are a part of the communication, recipients with different origins may not always be able to decipher the message.



BREAKING DOWN CULTURAL BARRIERS IN THE CLASSROOM



Ways to overcome CULTURAL BARRIER

- Avoid frame of reference
- Use mutual language and signs
- Ask questions when in doubt
- Provide space for mutual respect
- Open to new ideas
- Accepting and adapting the different culture
- Understand the context of communication
- Avoid Stereotyped notions
- Promote positive reception of cultural divergences
- Learn about other cultures and their norms



of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS

3

PERCEPTUAL BARRIER

- Perceptual barriers occur when a person receives a message differently due to biases influenced by personal experiences or beliefs.
- Language barriers include any linguistic limitation that causes confusion or difficulty in understanding.
- For example, you may perceive a situation differently if the person you are speaking with is smiling or frowning, has body odour and is standing too close or is not giving you direct eye contact.



Ways to overcome PERCEPTUAL BARRIER

- Avoid frame of reference
- Use mutual language and signs
- Ask questions when in doubt
- Provide space for mutual respect
- Open to new ideas
- Accepting and adapting the different culture
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of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS

4

MOTIVATIONAL BARRIER

- Motivational barriers to communication prevent people from sharing information with each other.
- Low self-esteem, lack of drive, fear of failure, or rejection, are psychological barriers to motivation.
- A lack of motivation will make employees believe their opinion is unimportant or there is no incentive to speak up.



Ways to overcome MOTIVATIONAL BARRIER

- It is important to develop time-management skills in order to not miss out on social events or activities that can enrich your life!
- How often have you fallen back on “lack of funds” as a reason to not partake in social events or activities? As an old saying goes, “When there’s a will, there’s a way”, so don’t waste time thinking you do not have any options.
- Another prevalent barrier to motivation is uncertainty. Having a clear vision of what and why you want to do, makes it easier to get started.



of the Communication process AND WAYS TO OVERCOME THE BARRIERS

5

EXPERIENTIAL BARRIER

- When you may not have the experience or are unable to relate to what someone is saying because of a lack in similar life experience.
- For example, you may find yourself challenged to be able to listen to the experience of a refugee if you are not a refugee.



Ways to overcome EXPERIENTIAL BARRIER

- Identify the sources of resistance
- To begin, it is essential to comprehend why you are hesitant or distrustful of experiential learning.
- Common sources of resistance include fear of failure, risk, or uncertainty, lack of time, resources, or support, preference for traditional, passive, or formal methods, misconceptions or assumptions about experiential learning, and resistance to change or innovation.
- Once you recognize these sources of resistance, you can adjust your communication and strategy accordingly.





of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS



EMOTIONAL BARRIER

- Emotional barriers are ones that are based on the emotional state and the decision that is made based on it by the sender or receiver.
- Dealing with casualties and traumatic experiences, people may make decisions based on the emotions that they feel in the moment.
- Depending on how they handle the situation, these decisions can be deadly.
- For instance, if a Marine witnesses the death of their friends in a combat zone, they may act in a frantic way which can be detrimental to their own life.



Ways to overcome EMOTIONAL BARRIER

- Know when it's time to walk away.
- Practice naming your emotions. As strange as it can feel to say, "I feel angry" in front of others, it's actually helpful in diffusing that emotion.
- Having emotional intelligence is important.
- It involves being aware of your own emotions and those of others, as well as being able to manage them in a healthy way.





of the Communication

process

AND WAYS TO OVERCOME THE BARRIERS

7

LANGUAGE BARRIER

- A barrier to communication between people who are unable to speak a common language.
- "Zhao wasn't able to enjoy himself in Germany because of the language barrier".
- These are barriers that occur because of language differences.



- There are many languages in the world, making a universal language impossible to achieve.
- Even within the same language, differences in spelling, accent, and dialect may be a barrier to effective communication.

Ways to overcome LANGUAGE BARRIER

- Use plain language.
- Find a reliable translation service.
- Enlist interpreters.
- Provide classes for your employees.
- Use visual methods of communication.
- Use repetition.
- Be respectful..





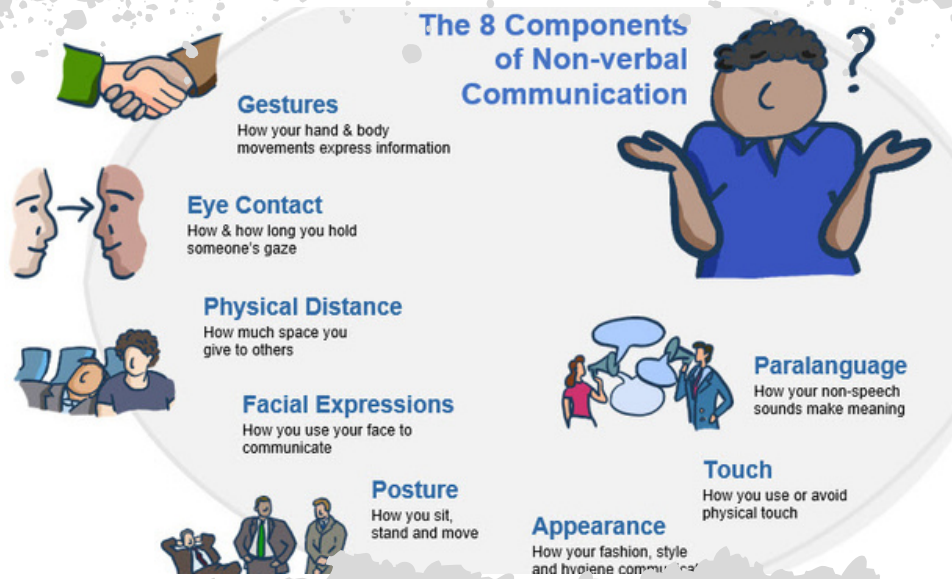
of the Communication process AND WAYS TO OVERCOME THE BARRIERS



NON-VERBAL BARRIER

- Caused by how something is said or other non-word messages, whether it may be appearance, clothing, attitudes, facial expressions, body language etc.
- These messages can account for 55% of what is perceived and understood by others.

- gestures, body language.
- Not being able to see the nonverbal cues, gestures, posture and general body language can make communication less effective.
- Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.



Ways to overcome NON-VERBAL BARRIER

- gestures, body language.
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of the Communication

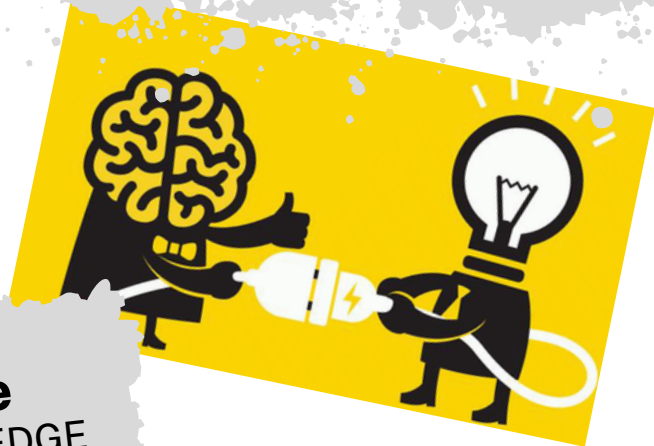
process

AND WAYS TO OVERCOME THE BARRIERS

9

LACK OF SUBJECT KNOWLEDGE BARRIER

- If a person who sends a message lacks subject knowledge then he may not be able to convey his message clearly.
- The receiver could misunderstand his message, and this could lead to a barrier to effective communication.



Ways to overcome LACK OF SUBJECT KNOWLEDGE BARRIER

- Make use of Youtube, podcasts, BBC and other media formats and platforms.
- Follow educators to add knowledge.
- Read revision guides and textbooks.
- Keep a subject knowledge notebook.



Chapter 2

SECTION A (OBJECTIVE): ANSWER ALL QUESTIONS

Question 1

Which of the following is the BEST explanation of a communication channel?

- a) A station that broadcasts different ideas and views.
- b) The process of encoding.
- c) The verbal communication process.
- d) The medium by which a message is transmitted.

Answer: A

Question 2:

Sally is having some difficulties in understanding her teacher because she did not have enough sleep. Why is this an example of noise?

- a) She is unable to listen to the message physically.
- b) She is obviously being disrupted by his fellow classmates.
- c) She cannot properly encode the message due to his fatigue.
- d) Her fatigue is preventing her from decoding the message.

Answer: C

Question 3

Communication is when the sender speaks and the _____ accurately decodes its meaning

- a) Sender
- b) Receiver
- c) Message
- d) Feedback

Answer: B

Question 4

_____ is the receiver's response to the sender's message that indicates understanding?

- a) Hearing
- b) Seeing
- c) Encoding
- d) Giving Feedback

Answer: D



Chapter 2

Question 5

_____ is anything that interrupts or interferes with the delivery of intended communication?

- a) Noise
- b) Encoding
- c) Feedback
- d) Content

Answer: A

Question 6:

Communication process/cycle is _____?

- a) Sender, receiver, message, feedback
- b) Message, decoding, comprehension, feedback
- c) Receiver, message, decoding, feedback
- d) Dialogue, message, understanding and feedback

Answer: A

Question 7

_____ Barriers includes environmental, visual, and physical distractions?

- a) answer choices
- b) Internal
- c) External
- d) Semantic

Answer: C

Question 8

Which list is not a barrier to effective communication?

- a) Bias and stereotyping; lack of empathy
- b) Physical barriers, noise; inattention
- c) Individual differences; emotions
- d) Appropriate language; clear voice

Answer: D



Chapter 2

SECTION B (STRUCTURE): ANSWER ALL QUESTIONS

Question 1:

Explain **FIVE (5)** elements in the communication process.

(10 marks)

A large, empty yellow rectangular area with slightly wavy edges, intended for the student to write their answer to Question 1.

Question 2:

Discuss **FIVE (5)** barriers in the communication process.

(10 marks)

A large, empty yellow rectangular area with slightly wavy edges, intended for the student to write their answer to Question 2.

Question 3:

Sketch a **diagram** of communication process model.

(10 marks)

A large, empty yellow rectangular area with slightly wavy edges, intended for the student to draw their communication process model diagram.

CHAPTER 3:

Advertising and Sales Promotion

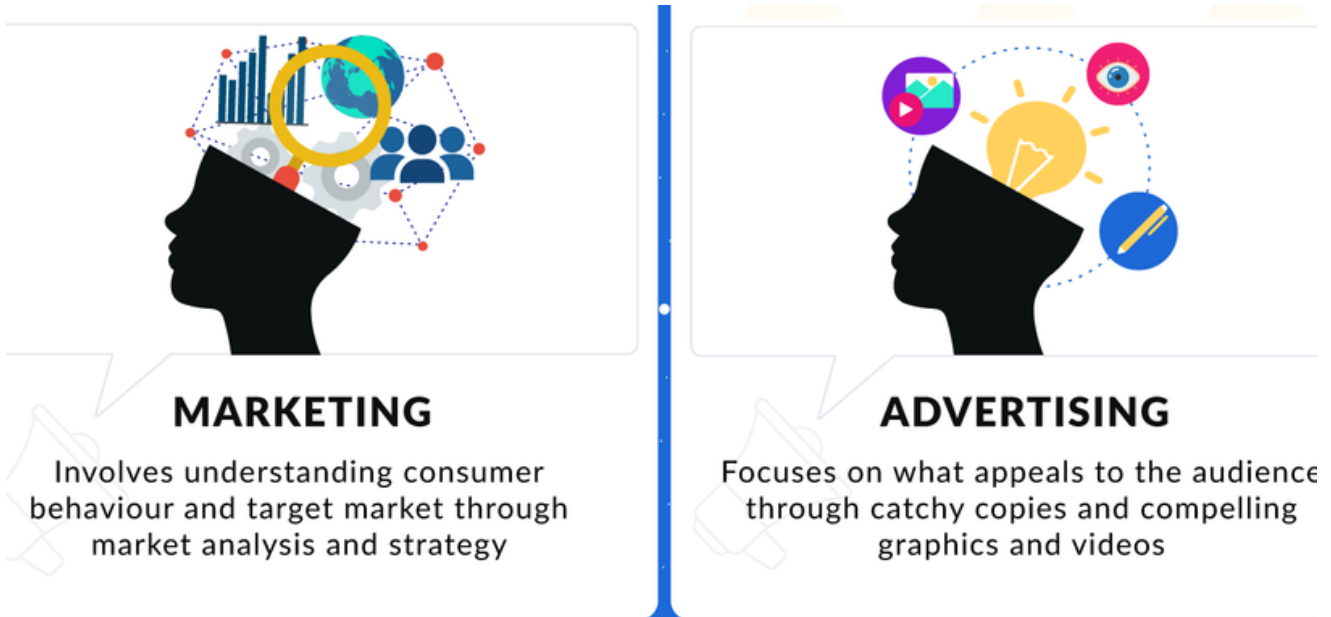


ADVERTISING
& SALES
PROMOTION

what? is Advertising

3.1 Definition:

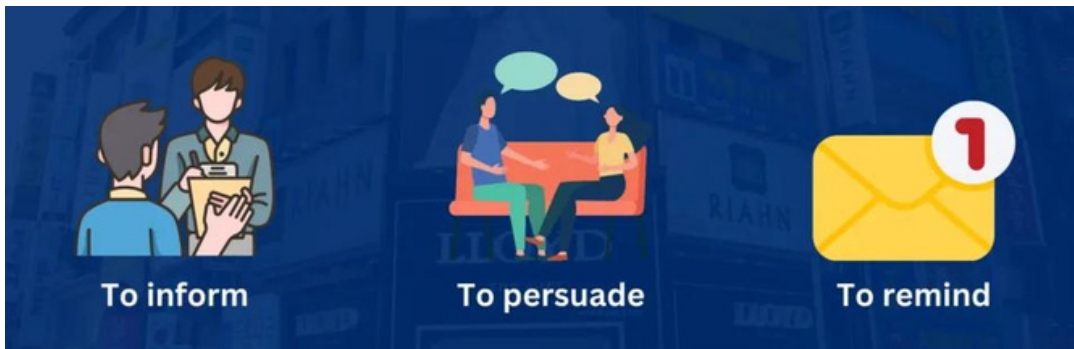
Any paid form of non-personal communications about an organization, product, service, or idea by an identified sponsor through a various media.



Advertising

Objectives

3.2 There are THREE (3) advertising objectives:



1 Informative Advertising

- Ads used to inform consumers about a new product or feature and to build primary demand
- Used heavily when introducing new product
- Marketers informed consumers the benefits of the product



2 Persuasive Advertising

- Persuading customer that it offers is the best quality for their money
- Become more important as competition increase

3 Reminder Advertising

- Keep consumers thinking about product and to keep stimulating the demand
- Matured product



3.3 Type of

Advertising Media



1

Printed media



- A print advertising includes printed advertisement in newspaper, magazines, brochures, and on other printed surfaces, such as posters and outdoor boards.



2

Broadcast media

- It is an information or data that is created, distributed and accessed using a form of electronics, electromechanical energy or any equipment used in electronic communications.



3

Online media

- It is also known as online marketing, internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers.





Type of Advertising Media

4 Outdoor media

- It is a media that reach prospects outside their homes like outdoor advertising, bus and taxicab advertising, subway posters, and terminal advertising.
- All this is a part of the broad category of out of home media.



5 Mobile media

- It refers to any form of advertising that appears on mobile devices such as smartphones and tablets using wireless connections.



6 Specialty media

- Imprinted with an advertiser's name, message, or logo, that is distributed, free as part of a marketing communication program specialty advertising basically consists of giveaways - the pencils, pens, buttons, calendars, and refrigerator magnets you see every day.



3.4

WHAT?

SALES PROMOTIONS

SPECIAL PROMOTION

A direct inducement that offers an extra value or “A direct inducement that offers an extra value or incentive for the product to the sales force, distributors and to the ultimate consumer with the primary objective of creating an immediate sale.

3.5

TYPE

of Sales Promotion Activities



Consumer Oriented Promotions

- Sample
- Coupon
- Premium

- Contest/ Sweepstakes
- Refunds/ Rebate
- Bonus Packs

- Price Off Deals
- Loyalty Programs
- Event Marketing

Trade Oriented Promotions

- Contest & Dealers' Incentives
- Trade Allowances
- Point of Purchase (POP) Displays
- Training Programs
- Trade Shows
- Cooperative Advertising

Sales Force Promotions

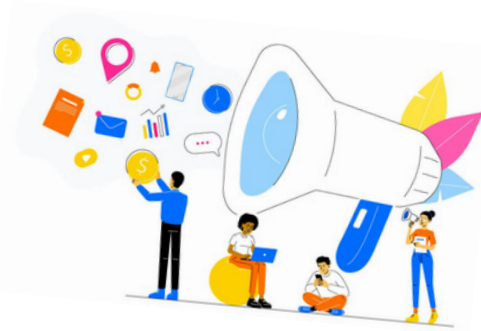
SALE

- Advertising Allowance
- Promotional Allowance
- Display Allowance
- Price Off Allowance

3.5

type

of Sales Promotion Activities



i. Consumer Oriented Promotions

1 Sample

- Samples are offer of trial product amount of a product generally 84% consumer package good marketers use sampling as part of their promotion strategy.
- by offering free samples, a company gains entry into that market. Soaps, shampoos, conditioners are examples of few products that are normally popularized through free samples.

FREE SAMPLES



2 Coupon

- Coupons are certificates which offer reductions to consumers for specific item.
- Coupons distributed through newspaper, magazine advertisement, by direct mail.
- Types of coupons:
 - i) Instant redemption coupon
 - ii) Bonus back coupon
 - iii) In store couponing

type

of Sales Promotion Activities



i. Consumer Oriented Promotions

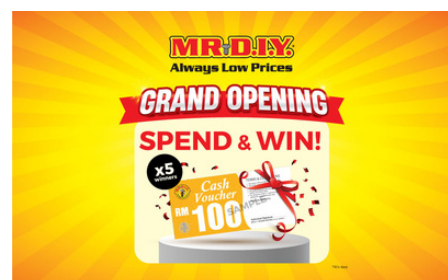


3 Premium

- Premiums are goods offered either free or at low cost or an incentive to buy the product.
- Premiums are offered as bonus, prize, gifts or other free offers.
- Premium can be used to boost sales to attract competitor's customers and introduces different products.
- Examples:
 - i) Aquafresh toothpaste: at launching of Aquafresh toothpaste offered two tubes at the price of one.

4 Contest/ Sweepstakes

- There is customer contest which are open for all, customer contest are given wide publicity to attract the participation of the widely scattered customer base.
- Customer contest take variety of forms: quiz contests, beauty contest, suggesting a logo.
- Example:
 - i) Nescafe shake contest – offered
 - Cadbury's family contest – Cadbury announced fabulous prizes round the world,



type

of Sales Promotion Activities



i. Consumer Oriented Promotions

5 Refunds/ Rebate

- Offers by the manufacturer to return a portion of the product purchase price, usually after the consumer supplies some proof of purchase.
- Consumers are generally very responsive to rebate offers, particularly as the size of the saving increases.
- Offer the customer an extra amount of a product at the regular price by providing larger containers or extra units.



GT Mart
Consumer Great Value

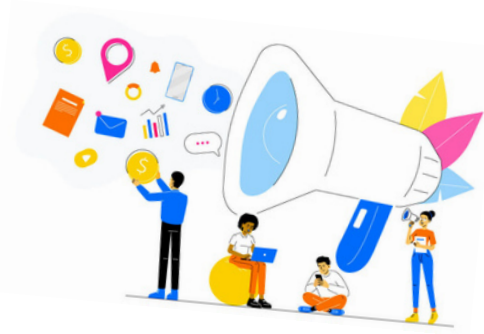


6 Bonus Packs

- Bonus packs a special container, package, carton, or other holder in which the consumer is given more of the product for the same or perhaps even lower price per ounce or unit than in the regular container.
- It is result in a lower cost per unit for the customer and provide extra value as well as more product for the money.

type

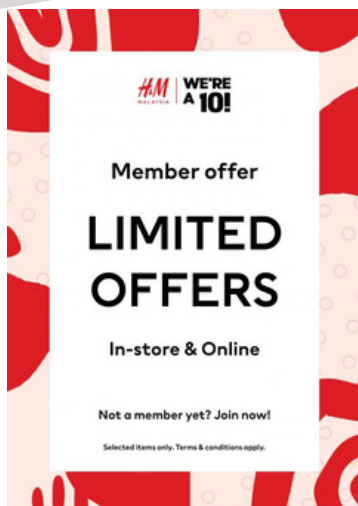
of Sales Promotion Activities



i. Consumer Oriented Promotions

7 Price Off Deals

- Price off reductions are typically offered right on the package through specially marked price packs.
- Typically, price-off range from 10-25 percent off the regular price with the reduction coming out of the manufacturer's profits margin.



8 Loyalty Programs

- Loyalty programs usually include a membership card that can be tracked electronically through register purchases.
- For example, a movie theatre may offer free popcorn, drinks or even tickets to customers who spend a certain amount of money.

type

of Sales Promotion Activities



i. Consumer Oriented Promotions

9

Event Marketing

- A type of promotion where a company or brand is linked to an event or where a themed activity is developed for the purpose of creating experiences for consumer and promoting a product or services.
- Some popular activity such as a sporting event, concert, fair or festival.
- Marketer also create their own event to use for promotional purposes.



ii. Trade Oriented Promotions

1

Contest and Dealer's Incentives

- A dealer incentive is a financial inducement used by manufacturers to motivate dealers to sell a particular product by offering discounts on that product.

- It involves a reduction in the cost a dealer pays to acquire an item from a manufacturer, which increases the dealer's profit upon sale of that item.

- A dealer incentive may also take the form of a cash payment to a dealer for the sale of a specific item, or a cash incentive, such as a rebate, that is awarded directly to the consumer.

- Dealer incentives are most often used by auto manufacturers, but may also be employed by other types of brokers or resellers.



ii. Trade Oriented Promotions

2

Trade Allowance

Trade allowance is probably a discount or deal offered to retailers or wholesales to encourage them to stock display the manufacturer product.



a. Advertising Allowance

- Actual expenses or a certain percentage of purchases made, are not met by the producer.
- Instead, an allowance is paid to the dealer toward advertising expenses.

b. Promotional Allowance

- Certain items which help in advertising and publicity are distributed to retailers free of cost. Such novelties include pens, calendars, paper weights, bill books, bags.

c. Display Allowance

- The producers who do not provide display material to dealers provide them with display allowance.

d. Price Off Allowance

- The price-off allowance is given on purchases made during a specified period directly from the producer.

type

of Sales Promotion Activities



ii. Trade Oriented Promotions

3

Point of purchase (P.O.P) display

A manufacturer designed display distributed to retailers who use it to draw the customer's attention to product promotions is called pop displays.



Point of purchase (P.O.P) display

PoP includes passion racks, display cartoons, banners, signs, price cards, mechanical products.



4

Training program

Salesman at the retail level need to be trained about the features of the products, benefits, advantages of different models/brands. Cosmetics, appliances, computers, electronic products.



ii. Trade Oriented Promotions

5 Trade show

- Trade shows are certain activities designs where manufacturers can display their products to current as well as prospective buyers.
- They are attended by retailers to distribute & involve demonstrating products, identifying prospectus, and gathering customers.
- Trade shows are particularly valuable when a new product is introduced into the market and many companies use trade shows to entertain key customers and to develop and maintain relationships with them.



type

of Sales Promotion Activities



ii. Trade Oriented Promotions

6

Cooperative advertising

- when multiple brands collaborate together to form a mutually beneficial promotion. Usually manufacturers distributors or wholesalers offer retailers support for promoting their products.

- The dealer and the producer both jointly share the expenses of advertising.
- The producer may bear a fixed amount of the advertising expenses or certain percentage to the purchase made by the dealer in a year.



manufacturer

retailer / wholesaler



- An example of cooperative advertising is when two companies work together on an advertising campaign to promote both brands. A typical example includes a manufacturer and a retailer.

type

of Sales Promotion Activities



iii. Sales Force Promotions

What is Sales Force Promotions?

- Sales promotion directed towards the sales people is referred to as sales force promotions.

- These schemes are intended to motivate sales people to put in more efforts such as:
- To increase sales, increase distribution, promote new or seasonal products, sell more deals to resellers, book more orders, develop prospects lists and build up morale and enthusiasm.



- To prepare the sales people to do their jobs well and include sales meetings and manuals, training programmes, sales presentations, film and slide shows etc.
- Prize distribution to winners is the more tangible aspect of any such programme.



3.6

Objectives of Sales Promotion



1 For Consumers:

- Building product awareness
- Creating interest
- Providing information
- Stimulating demand
- Reinforcing the brand

2 For retailers:

- Persuade retailer to carry new items and higher levels of inventory
- Encourage off-season buying
- Encourage stock of related items
- Gain entry into new retail outlets
- Build brand loyalty
- Off-set competitive promotion

3 For Salesforce:

- Encourage support of new products
- Encourage more prospecting
- Stimulate off-season sales



TUTORIAL

Chapter 3

SECTION A (OBJECTIVE): ANSWER ALL QUESTIONS

Question 1

1. Advertising is done by _____?
- a) Shopkeeper
 - b) Consumer
 - c) Identified Sponser
 - d) Unidentified Sponser

Question 2:

A Type of promotion done by the offer BOGOF

- a) Advertising
- b) Sales promotion
- c) Price of deals
- d) Contests

Answer: C

Question 3

What type of promotion is done on Broadcast thru television?

- a) Sales Promotion
- b) Personal selling
- c) Public Relation
- d) Advertising

Answer: B

Question 4

What type of promotion is shown in the picture?

- a) Free samples
- b) Free gifts
- c) Point of sale displays
- d) Competition



Answer: D

Answer: C

TUTORIAL

Chapter 3

Question 5

This type of promotion is called_____?

- a) Discounts
- b) Sample
- c) Free gifts
- d) Competitions



Answer: C

Question 6

Marketing activities which stimulate consumer buying and dealer effectiveness is

- a) Social media advertising
- b) Publicity
- c) Sales promotion
- d) Advertising

Answer: C

Question 7

_____ reaches large groups of audiences at a high frequency

- a) Advertising
- b) Personal Selling
- c) Sales Promotion
- d) Public Relations

Answer: A

Question 8

Which sales promotion methods will allow consumer to get an immediate incentive?

- a) Rebate
- b) Coupon
- c) Premium
- d) Point of purchase display

Answer: B

TUTORIAL

Chapter 3

SECTION B (STRUCTURE): ANSWER ALL QUESTIONS

Question 1:

Identify **FOUR (4)** activities of consumer-oriented promotions.

(10 marks)

Question 2:

Elaborate **FOUR (4)** strategies under trade allowance.

(5 marks)

Question 3:

Explain **FIVE (5)** objectives of sales promotions for retailer.

(10 marks)



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