**Syllabus of Integrated Marketing Communication**

# I. Basic Information of Courses

Course Code:16099202

Course Name: Integrated Marketing Communications

Course Category: Specialized Course

Class Hours: 32

Credits: 2

Applicable To: Marketing Undergraduate Major

Assessment Method: Examination

Prerequisite: Marketing Management

# **Ⅱ.Course Introduction**

With the diversity of communication channels in the time of information explosion, it becomes more important that college students should understand and master the principles and skills of integrated marketing communication. This unit is applicable for the students majoring in business administration, marketing, advertising and journalism.It is based on on open and inclusive system of integrated marketing communications, It unifies the strategic theories and tactical approaches, Meanwhile, it introduces how to enhance the brand core value, unifies traditional and new marketing communication tools and methods and includes the integration of a variety of new media, It coordinates all MaRketing communications elements in order to influence consumer behavior and to maintain long-term brand relationship.

This unit pays more attention to the combination of theory and practice, On one hand, it introduces the basic principle of integrated marketing communications completely, On the other hand, it can improve the students&apos;ability to analyze and solve practical problems through proposing creative Suggestions for operability of integrated marketing.Communications and analysis integrated marketing communications cases of many famous enterprises.

# **III. The Nature of Course and Teaching Purpose**

This course is a compulsory course for marketing majors. It has strong practicality and occupies an important position in the curriculum system of business management.

Through the teaching of this course, students can fully and systematically grasp the basic theories and principles of integrated marketing communication, basic methods and means, improve their ability to solve practical problems in marketing communication practice, and lay a solid foundation for future practice in marketing management.

# **IV. Teaching Contents and Requirements**

# **Chapter 1 Integrative Communication Theory**

**(1) Course objectives**

The new market environment and information background make the traditional marketing communication based on advertising face severe challenges. Integrated marketing communication not only integrates marketing and communication in an all-round way, but also considers marketing as communication and communication as marketing.Consumers as the basic starting point for the formulation of marketing plans. Through the implementation of two-way communication, it establishes a relationship between the two sides that originates from the exchange of information and the sharing of common values. This chapter focuses on the dilemma of traditional marketing communications and the two sidesThrough learning, we should have a clear understanding of the development of marketing communication concept, deeply understanding the concept of integrated marketing communication, and recognizing the inevitability of its emergence and development. In the formulation of the specific MarKeting plan, we can choose the appropriate means of communication according to the actual situation.We will also discuss what should be paid attention to in the theory of integrated marketing communication under the socialist core values.

1. **Teaching content**

# **Section I Development of Marketing Communication Concept**

**1 Main contents**

This paper expounds the concept of marketing communication and its development, and introduces the marketing communication in the period of product promotion and the modern marketing concept based on demand.

**2 Basic concepts and knowledge points**

Marketing communication: Marketing communication refers to the sum of all elements of value exchange in a brand&apos;s marketing mix by establishing a consensus with a particular brand&apos;s customers or users.

"4C": The most popular new proposition since 1990s is "4C", which mainly refers to Consumer (customer desire and demand), Cost (cost of satisfying desire and demand), Convenience (convenience of purchase) and Communication (communication and communication).

**3. Problems and Applications**

What stages has the concept of marketing communication gone through?

# **Section 2 The Dilemma of Traditional Marketing Communication**

**1 Main contents**

The basic forms of traditional marketing communication involve: first, advertising; second, sales promotion; third, public relations propaganda; fourth, personnel marketing.The common characteristics of traditional marketing communication methods are: first, linear communication; second, behavior first; third, information simplicity.Traditional marketing communication is facing a dilemma.

**2 Basic concepts and knowledge points**

Advertising: Advertising refers to the non-personnel display and promotion of specific products and services by specific sponsors in the form of media payment for the purpose of determining interests.

Sales promotion: Sales promotion as an important means of modern marketing, in a narrow sense, refers to short-term sales incentives aimed at immediate sales.

Public Relations Publicity: Public Relations Publicity is to introduce the related functions of public relations into marketing communication. It concentrates on general public relations and is based on the characteristics of good communication between organizations and the outside world to publicize enterprises and their products.As a promotional tool different from advertisement, public relations publicity is to arrange information and news about enterprise business on the media in a non-paid form, or to make enterprises or products get favorable display through other forms, so as to achieve communication with enterprise customers or potential customers, and then help enterprises achieve specific marketing objectives.

Personnel marketing: Personnel marketing refers to the employment of specialized personnel to communicate with one or more potential buyers and facilitate transactions.

**3. Problems and Applications**

What are the contents of traditional marketing mix?What are their characteristics?

How to understand the common characteristics of traditional marketing communication?

What difficulties and challenges does traditional marketing communication face in the new market environment?

# **Section 3 The Rise of Integrated Marketing Communication and Integrated marketing communication theory under the The Core Values of Chinese Socialism**

**1 Main contents**

This paper introduces the background of the rise of integrated marketing communication, expounds that communication has become the basis for realizing marketing, and the concept of integrated marketing communication.It also tells how it will improve consumer happiness.What are the new contents of these theories under Core Values of Chinese Socialism.

**2 Basic concepts and knowledge points**

Integrated Marketing Communication: Integrated Marketing Communication is a process of managing customer relationship by using brand value.Specifically, integrated marketing communication is an interactive process. On the one hand, it influences customers and stakeholders by strategically transmitting information, using database operations and purposeful dialogue, on the other hand, it also creates and cultivates profitable relationships.consumer happiness.

The core values of Chinese socialism:It focuses on the spirit of honesty, friendliness, love and dedication.The teaching of these spirits should be integrated into each stage of IMC theory.

**3. Problems and Applications**

Discuss the background of the rise of integrated marketing communication.

**(3) Thinking and Practice**

1 What is the difference between modern marketing concept and marketing concept?

2 Compare the similarities and differences between USP theory and brand image theory.

3 What does the traditional marketing mix include?What are their characteristics?

4 How to understand the common characteristics of traditional marketing communication?

5 What difficulties and challenges does traditional marketing communication face in the new market environment?

6 What is the difference between language acceptance and visual acceptance?

7 Why say "Marketing is communication, communication is marketing"?

8 Talk about your understanding of the concept of integrated marketing communication.

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 2 Communication and Communication Professionalism**

**(1) Purpose and requirements**

Integrated marketing communication is not only a strategic concept but also a process of implementation.It uses a comprehensive approach to consider marketing communication needs, and presents a company, brand or service with a single orientation.Therefore, systematization has become an important task of integrated marketing communication management.This chapter focuses on the work flow of integrated marketing communication and the zero-based plan of integrated marketing communication strategy development, involving the implementation principles, organizational structure and basic strategic planning steps of integrated marketing communication, and focuses on the strategic target positioning and systematic tactical management of integrated marketing communication.Through learning, we need to clarify the strategic planning process of integrated marketing communication and understand the basic meaning and implementation process of zero-based plan.At the same time, on the basis of full understanding, master the specific operation methods of SWOT analysis and market segmentation, and can be used flexibly.What professional qualities do an excellent communication process need.

**(2) Teaching content**

# **Section I Workflow of Integrated Communication**

**1 Main contents**

Grasp the principle of consistency and synergy, construct integrated marketing communication organization, design strategic process planning, and formulate perfect plan.

**2 Basic concepts and knowledge points**

Principle of Consistency and Synergy: Consistency can not only reduce self-consumption in different marketing communication processes, but also reduce the cost of marketing communication and make brand information clearer.Consistency can be seen from two aspects: one is the unity of information, all communication channels and all contact points must agree; the other is the continuity of information, in the process of communication, all communication channels and all contact points should be consistent, not inconsistent.The synergy in integrated marketing communication management is to strive to penetrate the core value into the marketing level and reflect it in the marketing communication level through a good form of team cooperation, relying on organizational efforts and mutual cooperation, which can also be said to be a concentrated reflection of consistency and synergy.

Zero-based plan: To determine goals and strategies based on the existing brand and market environment, the existing conditions here are regarded as zero starting point.It means that this plan is not a simple repetition of past plans, but a new requirement of marketing communication function from new market background and brand positioning.

**3. Problems and Applications**

What are the principles of integrated marketing communication?

How to design integrated marketing communication strategic planning process?

# **Section 2 Communication goal and professional quality**

**1 Main contents**

Strategic development is based on SWOT analysis and market segmentation. On this basis, the target of marketing communication and the combination of information strategy and communication are formulated.The ability that an excellent communicator should have

**2 Basic concepts and knowledge points**

SWOT analysis: It focuses on four key elements: Strengths and Weaknesses, Opportunities and Threats, which affect product or brand.

Market Segmentation: Market Segmentation is also called Market Segmentation.It means "dividing the market into different groups, which have the same needs and will respond similarly to market actions".

# **Section 3 Tactical Management and System Optimization**

**1 Main contents**

This paper expounds the optimization and coordination of the integrated system, introduces the basic methods of fund support and cost budget, and tests and assesses the communication effect.Advertising testing and evaluation mainly evaluates the effect of advertising information, which includes three aspects: first, the effect of advertising information content; second, the effect of advertising communication; third, the direct impact of advertising on the market or sales.

**2 Basic concepts and knowledge points**

Two-way latitude of integrated marketing communication: The task of integrated marketing communication department is not only to communicate with the outside world, but also to communicate with the relevant departments within the company to maintain information coordination.At the same time, it is necessary to explain customer and market needs in time and transmit these information to all departments of the company.Because of this consistent internal and external information communication requirements, we call the management communication of integrated marketing communication a two-way communication latitude.

**3. Problems and Applications**

The advantages and disadvantages of four cost budgeting methods are briefly described.

What are the main contents of advertising effectiveness testing and evaluation?

**(3) Thinking and Practice**

1 What conceptual changes will integrated marketing communication bring?

2 Discuss the strategic planning process of integrated marketing communication.

3 This paper briefly describes the basic meaning and implementation process of zero-base plan.

4 What is the main content of SWOT analysis?

5 What are three strategies for target market selection?

6 How to set the target of integrated marketing communication?

7 Briefly describe the advantages and disadvantages of four cost budgeting methods.

8 What are the main contents of advertising effectiveness testing and evaluation?

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 3: Persuasion and Related Ethical Standards**

**(1) Purpose and requirements**

Integrated marketing communication is an organic combination of marketing and communication under the background of information technology. Therefore, in order to understand it, we must understand the basic theory of persuation.This chapter mainly introduces the marketing persuation model based on the basic communication model and the corresponding consumer response hierarchy model.This paper focuses on the problems of noise and interference in the process of marketing communication, and on this basis, puts forward the two-way interactive marketing communication process in integrated marketing communication.Through learning, it is required to master the process of consumer brand decision-making and the basic motivation of influencing consumer decision-making according to the basic knowledge of marketing communication mode, and to deeply understand the object-based marketing communication mode and its connotation in the process of integrated marketing communication.In this chapter, we will also talk about the manifestations of unethical persuasion. We will also talk about the harm of these behaviors. What professional standards should we set.

**(2) Teaching content**

# **Section I Marketing Communication Process and Interaction**

**1 Main contents**

This paper introduces the application of general communication mode in marketing communication, and expounds the noise and interference in the process of marketing communication, as well as the two-way interactive marketing communication process.

**2 Basic concepts and knowledge points**

Noise: The so-called noise refers to the distracting factors generated by the surrounding environment in the process of transmission, as if the noise of passing vehicles in the working process.

Disturbance: The act of consciously distracting the audience&apos;s attention by using a corresponding means of communication.

Purposeful dialogue: refers to the company or brand in its marketing communication process, the information transmitted is not only a simple commercial promotion, but also a concern for the interests of customers and stakeholders.Purposeful dialogue also means that enterprises or brands can not indiscriminately promote the process of communication interaction in designing their marketing information.

**3 Problems and Applications**

What are the causes of information interference in marketing communication?

What is a purposeful dialogue?

# **Section 2 Consumer Behavior and Cognitive Change**

**1 Main contents**

Consumers&apos;brand decision-making process involves the following five stages: (1) problem confirmation; (2) information collection; (3) selection evaluation; (4) purchase decision-making; (5) post-purchase evaluation.The external factors of consumer behavior include interpersonal factors and non-interpersonal factors.Consumer cognitive response models include cognitive response method and speculative possibility model.

**2 Basic concepts and knowledge points**

Consumer&apos;s brand decision-making process: This paper mainly discusses the consumer&apos;s demand motivation and the process of behavior caused by it. It focuses on the intrinsic occurrence mode of consumer behavior.

Reference group: Reference group refers to an example respected or contrasted by an individual in contact with a group.

Opinion leaders: Also known as opinion leaders, this "refers to a small number of influential and active people who are neither elected nor nameless in the process of information transmission and interpersonal interaction".

**3. Problems and Applications**

This paper talks about the brand decision-making process of consumers with examples.

# **Section 3 The Ethical Standards of Persuasion Model**

**1 Main contents**

People has become the dominant factor in the process of marketing communication. This paper expounds the value highlighting and its influence of the target of communication, and introduces the new marketing communication mode.It also expounds the ethical standards that should be paid attention to in the process of persuasion

**2 Basic concepts and knowledge points**

Consumer&apos;s selective information contact is the intrinsic operating mechanism of the audience&apos;s acceptance of information, which can be generally divided into selective attention, selective understanding and selective memory.

It is conducive to the new marketing communication model in information integration: the equality of source and destination, the consistency of information content and the unity of communication channels, and the corresponding relationship between them through the direct connection as far as possible.

The harm of unethical persuasion:The disadvantages of persuasion at the expense of social interests will be emphasized in this part.

**3. Problems and Applications**

Examples are given to illustrate three types of consumer selective information contact.

**(3) Thinking and Practice**

1 What are the causes of interference in the process of marketing communication?

2 Briefly describe the basic elements of a purposeful dialogue.

3 Discuss the brand decision-making process of consumers with examples.

4 Connecting with the interpersonal influencing factors of consumer behavior, thinking about the matters that enterprises should pay attention to in the marketing process.

5 According to the speculative possibility model, this paper points out the differences between consumers&apos;different reactions to information and processing methods.

6 What is the selective contact mechanism of audience information acceptance?What does it include?

7 What are the two main aspects of the change of communication motivation?

8 Analyse the difference between the new marketing communication mode and the traditional marketing communication mode.

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 4 Brand and Role in Social Responsibility**

**(1) Purpose and requirements**

The ultimate pursuit of integrated marketing communication is to achieve brand value through establishing relationships.This chapter focuses on the basic connotation of brand concept and brand, pays attention to brand phenomenon from a comprehensive brand perspective, and systematically analyses the concepts of brand identity, brand image, brand equity, etc. On this basis, it puts forward the relevant path of brand value integration and communication mode.Through learning, we need to understand the value of brand in integrated marketing communication, master the theory of brand identity, understand the essence of brand relationship and the premise of establishing brand relationship.Learn to analyze the application of brand phenomenon in practical operation, and be able to effectively apply brand relationship to integrated marketing communication.At the same time, we will talk about the role of brand in social responsibility. How to improve consumers' happiness and social welfare through the power of brand.

**(2) Teaching content**

# **Section I The Ultimate Pursuit of Integrated Marketing**

**1 Main contents**

Introduce the brand concept and the basic connotation of the brand, analyze the brand perspective and brand identity, and build a brand-centered integration system.

**2 Basic concepts and knowledge points**

Brand Name: It refers to the form of the character number of a brand. It covers some cultural attributes of products and companies. It is a tool for identifying various characteristics of products and enterprises, and also a tool for easy memory.Usually, brand names have symbolic features such as text, voice, graphics, etc.

Trademark: It is the legal definition of an enterprise&apos;s brand by using words, voice, color, font, pattern and other elements.

Brand Identity: It is how brand managers want customers and society to see the brand.Brand identity is an integrated brand information system.Brand identity includes four completely different important concepts: brand is product, brand is enterprise, brand is human, brand is symbol.These four different concepts cover almost all aspects related to the brand. Although they are different, their purpose is very consistent. They not only make the brand clearer, richer and different, but also help the brand to establish a complete and close relationship with customers and related stakeholders and even with the whole society.

Depositor: In the macro-model of integrated marketing communication strategy framework, the so-called depositor is also the customer and relevant stakeholders.

**3. Problems and Applications**

What are the levels of a complete brand perspective?

# **Section 2 Brand Image and Brand Equity**

**1 Main contents**

Introducing the meaning of brand image, brand image will be affected by three main aspects: first, the image of product or service provider; second, the image of product users; third, the image of product service itself.This paper expounds the value evaluation of brand equity, as well as the optimization of brand value and the integration of resources.

**2 Basic concepts and knowledge points**

Brand image: For the definition of brand image, there are different definitions because of the different emphasis of researchers.We can simply understand it as the symbolic meaning implied by the brand, which is the association caused by the brand.

**3. Problems and Applications**

Give examples to illustrate what factors influence brand image?

# **Section 3 The role of Brand in Social Responsibility**

**1 Main contents**

Social responsibility is the ultimate goal of IMC. In the whole marketing process, how to balance the long-term interests of enterprises, consumers and society is our hard work.

**2 Basic concepts and knowledge points**

Brand relationship,social responsibility.

**3. Problems and Applications**

The basic premise of establishing brand relationship is discussed with examples.

**(3) Thinking and Practice**

1 What is the **ultimate** pursuit of integrated marketing communication?

2 What are the levels of a complete brand perspective?

3 How to recognize brand and brand equity?

4 According to your experience, talk about whether the brand can maintain a stable relationship with consumers.

5 What are the four important concepts of brand identity?

6 Is the brand more focused on an emotional experience or a benefit commitment?

7 What factors influence the brand image?

8 The basic premise of establishing brand relationship is discussed with examples.

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 5 Advertising & the Altruistic Nature of Advertising**

**(1) Purpose and requirements**

In integrated marketing communication, in order to ensure the unity of advertising and other marketing communication links, we must re-recognize advertising from the perspective of objectives and management.Positioning is the basis of advertising strategy development. Only after the basic information content of advertising is determined, can the advertising creativity and specific performance be further completed.The diminishing marginal efficiency of advertising requires that the media should be rationally combined according to the advertising objectives in the specific advertising operation, so as to realize the optimal allocation of resources.This chapter also expounds that advertising must bear social responsibility, transmit altruistic value and improve the overall social welfare.

**(2) Teaching content**

**Section 1 Advertising Goals and Advertising Management**

**1 Main contents**

Understand the possible target of advertisement and grasp the sales target and intermediary target of advertisement.

**2 Basic concepts and knowledge points**

Advertising objectives: Although advertising objectives are directly related to sales performance, they should first be linked to communication effects.A valuable advertising goal must stipulate the direction of advertising activities and define the tasks that advertising must accomplish. At the same time, this goal must be clearly and concretely expressed, and can be tested in some way.It is in this sense that we regard advertising goals as measurable goals.

**3. Problems and Applications**

Examples are given to illustrate how advertising objectives are determined.

# **Section 2 Information Strategy and Creative Development**

**1 Main contents**

Positioning is the basis of advertising strategy development.From the perspective of integrated marketing communication, we find that the positioning idea in advertising is actually a strategic confirmation of information consistency.It not only finds the basis for the core information to be conveyed by advertisements, but also puts forward restrictive requirements for the way of dissemination of such information.Positioning has become an inevitable means of communicating with the target audience in the new market environment.On this basis, grasp the advertising creativity and advertising appeal, as well as the symbolic form of advertising performance.

**2 Basic concepts and knowledge points**

Orientation: Orientation starts with a product, which may be a commodity, a service, an organization, or even a person, maybe you.But positioning is not about what to do with the product.Positioning is what you expect your customers to do.In other words, you need to position the product in the customer&apos;s mind.

Advertising Creative Performance: Creatively presenting the established advertising strategies through specific forms, so that the concept of advertising can be transformed into reality, which is the creative performance of advertising.The creative expression of advertisement is the symbolic form of advertisement conception and a materialized state of strategic thinking.

**3. Problems and Applications**

What are the basic concepts and core values of positioning?

List specific advertisements and talk about the creative methods and techniques they have adopted.

What are the characteristics of different advertising symbols?

# **Section 3 Altruistic Nature of Advertising**

**1 Main contents**

Altruistic value of advertising transmission.Classic case teaching of advertising social benefits

**2 Basic concepts and knowledge points**

Consumer information processing process; altruistic value; advertising value; social responsibility.

**3. Problems and Applications**

The relationship between advertising content and media form is illustrated with examples.

**(3) Thinking and Practice**

1 What is the difference between sales and advertising objectives?

2 Examples are given to illustrate how advertising objectives are determined.

3 What are the basic concepts and core values of positioning?

4 Enumerate specific advertisements and talk about the creative methods and techniques they have adopted respectively.

5 What are the characteristics of different advertising symbols?

6 This paper tries to analyze the influence of advertising information on audiences from the perspective of marginal benefit of media.

7 How to understand advertising attenuation and effective display?

8 The relationship between advertising content and media form is illustrated with examples.

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 6 Advertising & IMC-Objective & Budgeting**

**(1) Purpose and requirements**

Parallel to the traditional media extension, consumers have more and more ways of brand contact. In many cases, the key to brand impact on customers seems not to be the traditional media.Information contact between customers and stakeholders and brands includes planned information, unplanned information, product and service information.Serious analysis and evaluation of these information and effective contact point management is the key content of the implementation of integrated marketing communication.This chapter mainly introduces the advantages and disadvantages of various media forms, and the related content of contact point management.Through learning, we need to deeply understand the concept of "contact" and its significance to enterprise marketing communication, understand the respective characteristics and differences of planned information and unplanned information, fully grasp the characteristics of various media forms and make reasonable media selection and combination in practical operation.

**(2) Teaching content**

# **Section I Development and Change of Media Form**

**1 Main contents**

This paper introduces the advertising forms of print media, radio media and outdoor media, and expounds the extension of media and the development of interactive advertising.

**2 Basic concepts and knowledge points**

Printed media advertising: is the most traditional form of advertising, which includes newspapers, magazines, periodicals, yellow pages and other print media advertising.Its characteristics are: conducive to the durability of collection and repeated reading, can be classified according to the theme, with convenient portability, advertising effect and circulation easy to grasp.

Radio media advertising: refers to television, radio, film and other media advertising forms, one of its prominent features is dynamic color, direct appeal to people&apos;s audiovisual, advertising information is more vivid, easy to highlight and emphasize.

Outdoor Media Advertising: It covers a variety of different forms of advertising, such as billboards, posters, light boxes, car bodies and environmental models.

Interactive Advertising: Everything that allows users (rather than the recipients of traditional passive communication models) to control the amount or speed of information they get from business information.Users and business information are in a conversational state at the level of silent reading...In all cases, users and information sources are exchanging information with each other - it&apos;s communication, not simply transmission and reception.

**3. Problems and Applications**

Compare different advertising media and point out their advantages and disadvantages.

# **Section 2 Various Approaches to Brand Contact**

**1 Main contents**

Contact in integrated marketing communication is no longer just the transmission of media information. Contact points are ubiquitous all the time.

A prominent problem here is the dissemination of brand information.An irreversible premise is that any action (or omission) of an enterprise will convey some kind of information.In the past, it was often believed that enterprises or brands produced behavioral reactions, so as to have information dissemination. Now, the actual situation is that even if there is no response from enterprises, consumers or stakeholders, it can still be regarded as a kind of information transmission. Therefore, for enterprises or brands, in the integrated marketing communication, a very important task is to carefully study and evaluate.Price these information, and strive to effectively manage these information, which is what we call contact point management.

**2 Basic concepts and knowledge points**

Contact: According to Schultz and others&apos;views on "contact", contact can be called "process and experience" that can transmit brand, product category and any market-related information and information to consumers or potential consumers.

Brand Contact Points: According to Tom Duncan, "Every brand-related interaction between consumers or potential consumers and a brand can be called a brand contact point."

**3. Problems and Applications**

What is the basic meaning of the concept of "contact" by giving examples?

How to understand the significance of contact in integrated marketing communication?

# **Section III Effective Management of Different Contact Points**

**1 Main contents**

Customers and stakeholders&apos;brand contacts, that is, information received related to enterprises or brands, can be divided into three types: planned information; unplanned information; in addition, there is another type of information between them, namely product information and service information, which has the characteristics of planned information, and does not exclude customers and stakeholders in the perception process.Unplanned information generated unexpectedly for its own reasons.The so-called contact point management is mainly the effective control of these information channels.

**2 Basic concepts and knowledge points**

Planned information: This information is carefully selected by enterprises and their management departments, and tries to express their product or brand value, business philosophy and social responsibility. Therefore, in the process of information selection, design and dissemination, enterprises and their management departments have almost all the information initiative, and they can make all the beneficial products or products according to their own needs.Brand information decides, we call this information controlled by the enterprise and its management as planned information.

Unplanned information: This information often comes from various communication channels beyond the control of enterprises and their management departments, such as gossip, gossip, business reviews, activities of special interest groups, opponents&apos;comments, and unpredictable information caused by major disasters, etc. Sometimes planned information may also become a source of unplanned information.

Product information and service information: is the information transmitted by products, prices, various services or various elements of circulation.

**3. Problems and Applications**

What problems should we pay attention to in the management of uncontrollable information?

**(3) Thinking and Practice**

1 Compare different advertising media and point out their advantages and disadvantages.

2 What are the main advantages of online interactive advertising?

3 What is the basic meaning of the concept of "contact"?

4 How to understand the significance of contact in integrated marketing communication?

5 What are the limitations of mass media in consumer brand contact?

6 What are the three types of brand contacts between customers and stakeholders?

7 Do you think unplanned information is more influential than planned information?

8 What problems should we pay attention to in the management of uncontrollable information?

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 7 Direct Marketing & Promotion & Their Social Responsibility**

**(1) Purpose and requirements**

Database is the basis of integrated marketing communication.Integrated marketing communication should not only establish a database, but also make effective use of these data and transform them into feasible marketing strategies.The direct marketing under the guidance of database greatly improves the effect of marketing communication and obviously reduces the cost of marketing communication because of its strong pertinence.This chapter mainly introduces the various ways to establish the database, as well as the problems that should be paid attention to in effectively managing the database, and focuses on the integration of direct marketing supported by the database and traditional marketing communication methods.Through learning, we can understand the importance of database marketing and direct marketing in integrated marketing communication, master the basic planning means of database marketing and direct marketing, and learn to use various marketing communication means in practical operation by means of integration.

The rapid response brought by sales promotion makes many marketing managers prefer to give up other means of marketing communication and put the vast majority of marketing budget on sales promotion.However, sales promotion is only one of the means of integrated marketing communication. Only by placing it in the whole integrated marketing communication system and devoting itself to the building of loyalty plan, can it play a full and effective role.This chapter outlines the nature, function and purpose of sales promotion, makes a concrete analysis of different promotion objects and methods, probes into various promotion methods, and points out their advantages and limitations.Through learning, we need to grasp the essence of promotion, understand the function advantages and limitations of promotion, and examine the value of promotion by integrating marketing communication perspective.Master the planning methods of different target promotion methods, and be able to design and plan general promotion according to the actual situation.

The wide application of these promotion methods has also brought some potential harm to the society, especially the reduction of consumers' happiness and consumers' concerns about privacy. This chapter will also focus on their social responsibility.

**(2) Teaching content**

**Section 1 Use and Social Responsibility of Database**

**1 Main contents**

The database optimizes the customer relationship management, introduces the methods and ways of establishing the customer database, and expounds the scientific management and effective use of the database.Their social responsibility

**2 Basic concepts and knowledge points**

Database: Information base of integrated marketing communication activities and enterprises&apos;individual consumers, including orders, inquiries, consumer service contacts, research questionnaires and external lists.Their social responsibility

**3. Problems and Applications**

What are the main types of common databases?

How many stages can database relational management be divided into?

# **Section 2 Concepts and Social Responsibility of Direct Marketing**

**1 Main contents**

This paper introduces the basic meaning of direct marketing, expounds the application of direct marketing in practice and the development trend of direct marketing.

**2 Basic concepts and knowledge points**

Direct marketing: In recent years, direct marketing has got rid of the simple sales promotion model and become one of the most popular methods of integrated marketing communication.Tom Duncan gives the following definition: when a company wants to have direct contact with customers and potential customers without requiring retailers, it can adopt direct response promotion.Because it is a closed, interactive, database-driven information system.This system elicits behavioral responses through various media. It combines the generation of sales information and demand (strengthening demand through some information) with the satisfaction (transmitting product or demand information).

**3. Problems and Applications**

What is the basic meaning of direct marketing?

Try to analyze the development trend of direct marketing.

# **Section 3: Direct Marketing Guided by Database**

**1 Main contents**

Although there are some similarities between database application and direct marketing, database is not direct marketing.Direct marketing is only a function of marketing communication, while the database is more advanced.The database promotes the further development of marketing and marketing communication.

Database marketing is a part of integrated marketing communication.This marketing model gets rid of many uncertainties in traditional marketing and marketing communication, and also greatly reduces the high-cost investment in the new market and information environment.It can be said that the use of database makes marketing communication enter a new stage, that is, data-oriented communication stage.

**2 Basic concepts and knowledge points**

Database marketing: Generally speaking, the application of database in marketing is called database marketing, or database marketing.

# **Section 4 Concepts and Social Responsibility of Promotion and Preference Establishment**

**1 Main contents**

Introduce the basic meaning of sales promotion, elaborate the function and function of sales promotion, in order to form consumer brand preference.their social responsibility

**2 Basic concepts and knowledge points**

Sales promotion: refers to the incentives that manufacturers or sellers use to attract middlemen and consumers to buy a brand product and encourage salespeople to actively sell.

Promotion: Tom Duncan believes that the function of promotion as marketing communication is to add value to brand information.When customers or potential customers are in the purchase or use stage, promotional information can enhance brand contact, especially when evaluating the brand and making the final choice.He believes that although the main task of promotion is to influence consumers&apos;purchasing behavior, it also helps to build brand awareness and consolidate brand image.

**3. Problems and Applications**

Examples are given to illustrate the difference between sales promotion and promotion.

# **Section 5 Basic Methods and Social Responsibility of Sales Promotion**

**1 Main contents**

This paper introduces the methods of sales promotion for consumers, the forms of sales promotion for middlemen and the forms of sales promotion for company salesmen.

**2 Basic concepts and knowledge points**

Promoting trial purchase: It means encouraging consumers to try to buy new products or brands, and persuading users to establish purchase patterns.

Encouraging multiple purchases: It means encouraging consumers to increase the frequency or quantity of purchases, thereby further increasing the consumption of products or brands.

Discount coupon: is the oldest and most viable way of promotion. It is still a commonly used means of promotion and is in vogue.The basic way of discount voucher is to replace part of the money with it. It is agreed that when purchasing products, a certain discount can be obtained.

Shop propaganda: It is a kind of product propaganda activity that producers make use of various distribution outlets.The most common are POPs and display equipment. In addition, store decoration, demonstration performances and so on, are among the shop propaganda.

**3. Problems and Applications**

Examples are given to illustrate sales promotion methods for consumers.

# **Section 6 Integrating Communication and Sales Promotion**

**1 Main contents**

Considering sales promotion planning comprehensively and making loyalty plan for sales promotion, sales promotion, as an integrated tool, comes from the extension of sales promotion, such as network marketing, conference display, interpersonal communication, etc. In these marketing communication means, we can find the shadow of traditional promotion.Sales promotion needs to be systematically integrated with other marketing communication tools.

**2Basic concepts and knowledge points**

Loyalty marketing: Sales promotion as an integral part of integrated marketing communication, in order to establish brand relationship requirements, it is very important to retain existing customers.Promotion activities specially designed to avoid losing existing customers are called loyalty marketing or frequent marketing, which aims to reduce customer losses and increase brand market share.

**3. Problems and Applications**

How to integrate sales promotion with other communication methods?

**(3) Thinking and Practice**

1 How to understand the basic meaning of sales promotion?

2 Try to analyze the function and function of sales promotion.

3 What are the types of purchasing relationships between brands and consumers?

4 What are the sales promotion methods for mass consumers?

5 What are the limitations of sales promotion?

6 The basic steps of sales promotion planning are analyzed with examples.

7How to integrate sales promotion with other communication methods?

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 8 Integration and Application of Public Relations**

**(1) Purpose and requirements**

This chapter focuses on the basic attributes of marketing public relations, and the different characteristics of active marketing public relations and passive marketing public relations, demonstrating the significance of public relations for integrated marketing communication. Starting from the specific application of public relations, this chapter analyses the basic steps of the public relations process, involving public attitude assessment, formulation of the corresponding planning framework, and implementation of public relations measures.Through learning, it is required to clarify the basic characteristics of public relations and its role in marketing communication, especially the value of public relations in integrated marketing communication; to be familiar with and master the basic elements of marketing public relations and the principles of dealing with crisis public relations; to have a deep understanding of the purpose and approach of public relations, to be able to select appropriate public relations tools according to the actual needs and to be able to do so.Carry out general public relations planning.

**(2) Teaching content**

# **Section I Public Relations and Integrated Communication**

**1 Main contents**

This paper introduces the concept and attributes of public relations, deeply understands the goal of public relations, and pays attention to the shaping of public relations reputation and the pursuit of brand value.

**2 Basic concepts and knowledge points**

Public Relations: Public Relations (PR) is an activity to cultivate good feelings between institutions and the public.Public relations are the managerial functions of assessing public attitudes, establishing policies and procedures in the public interest for organizations, and taking actions and communicating with them in order to gain public understanding and acceptance.

**3. Problems and Applications**

What are the main differences between public relations and advertising?

**Section 2 Application of Marketing Public Relations**

**1 Main contents**

This paper introduces the function and purpose of marketing public relations, the basic operation methods of marketing public relations, and distinguishes active marketing public relations from passive marketing public relations.

**2 Basic concepts and knowledge points**

Active Marketing Public Relations (PMPR): Proactive Marketing Public Relations (PMPR) is determined by the company&apos;s marketing objectives, which are offensive rather than defensive, focusing on seizing opportunities rather than solving problems.The main scope of action is the introduction of new products and the improvement of old products, the main means is public relations publicity.

Passive Marketing Public Relations (PMPR): Reaction Marketing Public Relations (PMPR) is a public relations activity aimed at external influences. These external pressures and challenges include the actions of competitors, changes in consumer attitudes and changes in government policies.Often in the face of unpredictable market and changes in the external environment, the most prominent performance is crisis public relations.

**3. Problems and Applications**

What are the main functions of marketing public relations?

What is passive marketing public relations?

# **Section 3 Planning and Operation of Public Relations**

**1 Main contents**

This paper introduces the framework of public relations plan, analyses the target audience of public relations, expounds the operational means and corresponding measures of public relations, and evaluates the effect of public relations.

**2 Basic concepts and knowledge points**

Target audience: that is, the target object of the operation of public relations activities, including internal and external audiences.Mainly related to: employees of enterprises, members of community groups, suppliers and customers, media, education sector, government, other organizations and business groups.

**3. Problems and Applications**

What are the main aspects of public relations plans?

How to evaluate the public relations plan?

**(3) Thinking and Practice**

1 This paper tries to analyze the significance of public relations propaganda to brand image building.

2 What are the main differences between public relations and advertising?

3 Compare the difference between PR and sales promotion.

4 What are the main functions of marketing public relations?

5 How to understand passive marketing public relations?

6 What role does public relations play in integrated marketing communication?

7 What are the main aspects of public relations plans?

8 What are the characteristics of different means of public relations implementation?

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

# **Chapter 9 Digital Marketing and Consumer Privacy Protection**

**(1) Purpose and requirements**

The network not only exists as a new type of media, but also as a new gathering community with great inclusiveness and infinite extension space.With the continuous expansion of network value and influence, online advertising based on information technology and information sharing has further enhanced the convenience of integrated marketing communication in practical operation because of its equal dialogue and instant interaction.This chapter outlines the form and development of traditional online advertising, involving the characteristics of network communication and its application in integrated marketing communication, and focuses on the types of network communication in virtual community and its advertising marketing value.Through learning, we need to understand the essential difference between network communication and traditional communication methods, understand the basic form and development status of network advertising, master the basic ways of integration of network advertising communication, and can be applied in actual marketing communication.This chapter also focuses on the importance of consumer privacy protection, social significance. And the corresponding ethical standards.

**(2) Teaching content**

# **Section I Network Changed Marketing Communication**

**1 Main contents**

Introduce network communication and network marketing, analyze the characteristics of network communication, mainly involving interaction, equality, effectiveness, diversity, complexity and integration.This paper expounds that network marketing communication is a collective concept.

**2 Basic concepts and knowledge points**

Network communication: As the name implies, it is a network communication structure.In this communication structure, any network node can produce and publish information, and all the information produced and published by the network can be integrated into the communication activities of the whole network.

Network Marketing Communication: It can not be simply regarded as the superposition of the simple words "network + marketing + communication", but represents a new set concept of marketing communication ideas.Network marketing communication based on the characteristics of "personalization, experience, customization and integration" is undoubtedly a new marketing communication concept to meet people&apos;s needs. It is different from the traditional precision marketing, embedded marketing, Widget marketing and other new marketing modes. It is also an attempt to integrate marketing and communication in the network environment.

**3. Problems and Applications**

What are the characteristics of Internet communication which are different from the traditional mode of communication?

# **Section 2 Forms and Development of Online Advertising**

**1 Main contents**

Traditional forms of online advertising include banner advertisement, button advertisement, floating icon advertisement, couplet advertisement, full-screen advertisement, plug-in advertisement and back-projection advertisement.With the further development of new forms of online advertising, e-mail advertisements, emerging search engine advertisements, blog advertisements, narrow advertisements and timely communication window advertisements have emerged.The way of integration of network advertisement is the co-construction of channel, title and sponsorship of website.

**2 Basic concepts and knowledge points**

Search Engine Advertising: There are usually three ways: Pay Ranking, Pay Inclusion, and a newly added contextual advertising.The basic principle is that advertisers pay for priority rankings and/or display positions on search results pages.

Narrow advertisement: a new form of online advertising, refers to customers directly put narrow advertisement around the articles on the network media related to its content. At the same time, according to the preferences, usage habits, geographical location, access history and other information of the browsers, narrow advertisement will be targeted in front of the browsers who are really interested.Compared with the wide coverage of advertising, narrow advertisement emphasizes the accuracy of communication, that is, to transmit the appropriate information to the right people at the right time and place.

**3. Problems and Applications**

The value of naming sponsorship activities to enterprise marketing communication is analyzed with examples.

# **Section 3 Virtual Community and Network Communication**

**1 Main contents**

This paper introduces the meaning and characteristics of virtual community, divides the basic types of virtual community, and explores the advertising marketing value of virtual community.

**2 Basic concepts and knowledge points**

Virtual community: Virtual community is a group of people who communicate with each other mainly through computer network. They know each other to some extent, share knowledge and information to some extent, and care for each other like friends.

**3. Problems and Applications**

    Examples are given to illustrate the advertising marketing value of virtual communities.

# **Section 4 Consumer Privacy Protection**

**1 Main contents**

Privacy concerns in the digital age; common cases of privacy disclosure. The damage of privacy disclosure to corporate brand equity. Ethical principles that enterprises should abide by

**2 Basic concepts and knowledge points**

Consumer privacy, consumer ethics and privacy protection

**(3) Thinking and Practice**

1. What are the characteristics of network communication different from traditional communication?

2 Why do we say that traditional online advertising is only the primary form of online advertising?

3 What are the forms of search engine advertising?

4 Talk about your understanding of blog advertising.

5 The value of naming sponsorship activities to enterprise marketing communication is analyzed with examples.

6 Describe the meaning and characteristics of virtual community.

7 From the perspective of enterprises, what are the values of virtual community advertising marketing?

8 How can virtual communities help consumers benefit from collective bargaining?

**(4) Teaching methods and means**

Classroom teaching, classroom discussion, case analysis, multimedia teaching.

**5. Distribution of school hours in various teaching links**

|  |  |  |  |
| --- | --- | --- | --- |
| **Teaching hours**  **Course content** | **Lecture** | **Group Discussion** | **Total** |
| Chapter 1 | 2 | 1 | 2 |
| Chapter 2 | 2 | 1 | 3 |
| Chapter 3: | 2 | 1 | 3 |
| Chapter 4 | 2 | 1 | 3 |
| Chapter 5 | 2 | 1 | 3 |
| Chapter 6 | 4 | 2 | 3 |
| Chapter 7 | 4 | 1 | 3 |
| Chapter 8 | 2 | 1 | 3 |
| Chapter 9 | 2 | 1 | 3 |
| Total | 22 | 10 | 32 |

Recommendation of teaching materials and teaching reference resources

**1.Recommended teaching materials**

Wei Jun&apos;s English book, Integrated Marketing Communication Theory and Practice (3rd edition). Beijing: Capital University of Economics and Trade Press, 3rd edition in August 2012, 11th printing in May 2016

2.Teaching reference resources:

[1] Terence A. Shimp, Zhang Hongxia. Integrated Marketing Communication: Advertising and Promotion (8th Edition). Beijing: Peking University Press, 2013

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[9] [USA] Written by Dawn Yakobchi and Bobby Calder. Kellogg on Integrated Marketing. Haikou: Hainan Publishing House, Sanhuan Publishing House, 2007

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P.R. Smith, Jonathan Taylor. Marketing Communication Methods and Skills (Third Edition). Translated by Fang Haiping, Wei Qingjiang, et al. Beijing: Electronic Industry Press, 2003

[19] [English] By Jim Bryce. Essentials of Marketing Communication (2nd Edition). Translated by Wang Huimin and Chen Cedar. Beijing: Electronic Industry Press, 2003

[20] [US] Co-authored by Tom Dumcan and Sandra Moriaty. Brand Supremacy: Creating Ultimate Value through Integrated Marketing. Beijing: Huaxia Publishing House, 2000

[21] [USA] by George E. Berzi and Michael A. Berzi. Advertising and Promotion: Integrated Marketing Communication Prospects (Part I) (Part II) (Fourth Edition). Translated by Zhang Hongxia and Li Zhihong. Dalian: Northeast University of Finance and Economics Press, 2000

[22] [US] Co-authored by Don E. Schultz, Stanley Tannenbaum and Rober F. Lauterborn. Integrated Marketing Communication. Hohhot: Inner Mongolia People&apos;s Publishing House, 1998

[23] China Marketing Communication Network http://www.emkt.com.cn/

[24] First Marketing Network - "Sales and Marketing" http://www.cmmo.cn/

[25] Integrated Marketing Official Website - IMC http://www.imc.com.cn/;

Http://www.imc.net.cn/

Http://www.imc.org.cn/

[26] First Portal of China Marketing Network - First Winning Sales Network http://www.yingxiao360.com/

[27] China Public Relations Network www.chinapr.com.cnHttp://

[28] State Council Development Research Center Information Network-National Research Network Enterprise Edition http://www.drcnet.com.cn/

[29] China Business Network - "China Business News"Http://www.cb.com.cn

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