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Belarusian State University
Institute of Business
Marketing department

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Integrated marketing communications

Electronic educational and methodical complex for specialties:
6-05-0412-04 "Marketing", 1-26 02 03 "Marketing"

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Белорусский государственный университет
Институт Бизнеса
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Electronic Educational and Methodical Complex (EEMC) "Integrated Marketing Communications" is intended for students of the 1st stage of higher education specialties 6-05-0412-04 "Marketing", 1-26 02 "Marketing" and includes four sections: theoretical (summary of lectures with methodical recommendations for their use); practical (topics and content of practical and laboratory classes, methodical recommendations and developments for their conduct), knowledge control section (materials for current and final certification); supporting (list of recommended literature, list of electronic resources). This EEMC reflects the content of the curriculum on the discipline "Integrated marketing communications" and is designed to implement its requirements.

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Электронный учебно-методический комплекс (ЭУМК) «Интегрированные маркетинговые коммуникации» предназначен для студентов I ступени высшего образования специальностей 6-05-0412-04 «Маркетинг», 1-26 02 03 «Маркетинг» и включает четыре раздела: теоретический (конспект лекций с методическими рекомендациями по их использованию); практический (тематика и содержание практических и лабораторных занятий, методические рекомендации и разработки по их проведению), раздел контроля знаний (материалы для текущей и итоговой аттестации); вспомогательный (список рекомендуемой литературы, перечень электронных ресурсов). Данный ЭУМК отражает содержание учебной программы по дисциплине «Интегрированные маркетинговые коммуникации» и предназначен для реализации ее требований.

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EXPLANATORY NOTE

The curriculum on the academic discipline «Integrated marketing communications» was developed in the state educational establishment «School of Business of Belarusian State University» in accordance with the requirements of the State educational standard and the curriculum of higher education in specialty 6-05-0412-05 «Marketing».

The implementation of this curriculum will combine academic, social and personal and professional competences of the future specialist to solve business tasks in the sphere of business activity, as well as to form universal competencies of the citizen, necessary for informed and constructive participation in the social and political life of the country.

The structure of the curriculum is closely related to the disciplines «Marketing research and analytics», «Inter-firm marketing», «Marketing of innovations», as well as the discipline «Intercultural communication».

The purpose of the study discipline is to obtain competencies in the use of mega, macro-, micro-economic tools of integrated marketing communications in business in the context of the growth of competition, globalization and digitalization of the world economy.

The main tasks of teaching the subject are as follows:

— to form an idea of the structure, types and forms of integrated marketing communications among students;

— to familiarize with the peculiarities of the use of tools of integrated marketing communications in the context of digitalization;

— promote the development of skills for conducting integrated marketing communication campaigns;

— familiarize with the tools of integrated public relations, integrated personal sales, integrated branding, etc.;

— to contribute to the development of creative abilities of students, the ability to offer original creative solutions for certain commercial purposes and tasks.

The graduate must have the following professional competencies, be able to:

−UK-5. Be able to self-development and improvement in professional activity.

−WK-6. Show initiative and adapt to changes in professional activity.

−BPC-13. Introduce a system of integrated marketing communications in the activities of the organization, implement effective promotion of goods and services in the market, plan tactical and strategic programs of integrated marketing communications.

As a result of studying the discipline students should:

know:

— essence, evolution, tools and legislative acts in the field of integrated marketing communications;

— methods and tools for developing and substantiating business projects of integrated marketing communication campaign, ensuring efficient commercial activity;

— marketing tools of economic substantiation of managerial decisions on implementation of business project of integrated marketing communication campaign with consideration of risk factors.

be able to:

— to assess the effectiveness of the use of the main tools of integrated marketing communications to reduce risks in the implementation of projects;

— develop a set of measures to adapt integrated marketing communications in business to changes in the external and internal environment;

— to calculate the comprehensive economic efficiency of projects for the development of integrated marketing communications.

possess:

— skills of conducting an integrated marketing communication campaign;

— methods of analysis of economic efficiency of integrated marketing communications in business;

— skills of presentation of training projects;

— group skills.

The curriculum of specialty 6-05-0412-05 «Marketing» provides for the study of the discipline «Integrated marketing communications» only 240 hours, of which: for full-time higher education: 130 classroom hours, including 60 hours of lectures (of which 4 semesters - 30 hours and 5 semesters - 30 hours), 34 hours - practical classes (of which 4 semesters - 14 hours and 5 semester - 20 hours); 30 hours - laboratory classes (including 4 semester - 16 hours and 5 semester - 14 hours).

Independent work involves studying the theoretical material on the basis of the list of sources given in the program, as well as preparation for laboratory work and practical exercises.

Form of control – credit, exam (6 credits).

1THEORETICAL SECTION

1.1. Lecture notes

1.1.1. Theoretical bases of integrated marketing communications

Marketing communications play a pivotal role in connecting businesses with their target audiences. It encompasses various strategies and channels used to convey messages, build brand awareness, and influence consumer behavior. These channels include advertising, public relations, direct marketing, sales promotions, and digital media.

The Concept of Marketing as an Exchange. At the heart of marketing lies the concept of exchange. Here's what it entails:

1. *Parties Involved:* For an exchange to occur, there must be two or more parties. Each party possesses something of value that they are willing to offer to the other.

2. *Mutual Benefit:* These parties engage in the exchange process because they believe it will benefit them. Whether it's a product, service, or idea, both sides seek value.

3. *Freely Entered:* The exchange process is voluntary. No coercion or force is involved. Participants willingly choose to participate based on their perceived benefits.

4. *Transaction:* The exchange results in a transaction, where goods, services, money, or information change hands.

Imagine a simple scenario: You walk into a coffee shop. You exchange money for a cup of freshly brewed coffee. In this everyday interaction, you and the coffee shop engage in an exchange. You receive the coffee (value), and the coffee shop receives payment (value).

Marketing, therefore, revolves around creating value propositions that resonate with consumers. Whether it's a product launch, a promotional campaign, or a social media post, marketers aim to facilitate beneficial exchanges.

Remember, marketing isn't just about selling products—it's about building relationships, understanding customer needs, and creating value through meaningful exchanges.

Tasks of Communication in Exchange Transactions. The transactional model of communication provides insights into how communication occurs as an ongoing exchange of messages between sender and receiver. *Here are the key tasks involved:*

— Sender and Receiver Interaction: In any communication, both the sender and receiver actively participate. They simultaneously send and receive messages, influencing each other in the process. Nonverbal cues like body language, tone of voice, and facial expressions play a crucial role in understanding the context of the message.

— Context and Processing: The transactional model emphasizes the context in which communication takes place. Each person processes the message based on their

background, culture, and experiences. Understanding not only what is stated but also how it is expressed is essential.

— Feedback Loop: Immediate feedback is possible in face-to-face interactions, such as in-person conversations or video conference calls. Feedback helps adjust the communication process, ensuring effective understanding and alignment between sender and receiver.

Examples of communication tasks in exchange transactions include:

— Face-to-Face Communication: When people are physically present in the same space, they use nonverbal cues to convey messages. Body language, facial expressions, and tone of voice provide immediate feedback.

— Facetime/Video Conference Calls: These calls allow real-time communication regardless of geographical location. Audio and visual technology enable interaction, fostering exchange.

— Phone Calls: Speaking over the phone without physical presence still involves an exchange process.

In marketing, the concept of exchange is fundamental. Here's how it relates to marketing communications:

Exchange Defined: An exchange occurs when parties offer something of value to each other. For instance:

— You order your favorite meal at a restaurant and pay for it with your credit card.

— You download an app on your phone and pay for it using PayPal.

— You respond to a newspaper advertisement by becoming a blood donor.

Marketing as an Exchange Process. Marketing extends beyond goods and services. It encompasses actions and plans designed to recruit, retain, and extend offerings to a target audience. Whether it's persuading people to stop smoking or encouraging voting, marketing involves creating value propositions that resonate with consumers. It's about nurturing relationships and facilitating beneficial exchanges.

Remember, marketing isn't just about transactions; it's about building lasting connections and delivering value.

Marketing communications (often referred to as *marcom*) encompass a range of strategies and tactics used by organizations to communicate with their target audiences. These efforts aim to convey messages, build brand awareness, and influence consumer behavior. Here are some key aspects of marketing communications:

1. *Integrated Approach*: Effective marketing communications involve an integrated approach, where different channels work together harmoniously. Consistency across messages and branding is crucial.

2. *Audience Segmentation*: Understanding the target audience is essential. Marcom tailors messages based on demographics, psychographics, and behavior.

3. *Message Creation*: Crafting compelling messages that resonate with the audience. This includes storytelling, emotional appeal, and clear calls-to-action.

4. *Feedback and Measurement*: Regularly assessing the effectiveness of marcom efforts. Metrics include reach, engagement, conversion rates, and return on investment (ROI).

—   *Channels and Tools*: Marcom utilizes various channels and tools to reach the intended audience. These include: Advertising, Public Relations (PR), Direct Marketing, Sales Promotions, Digital Media.

Remember, marketing communications isn't just about broadcasting information—it's about creating meaningful connections and driving desired actions

Let's explore *the marketing communications mix*, which comprises various elements that organizations use to communicate with their target audiences. These elements work together to create a cohesive and effective marketing strategy. Here are the key components:

1.   *Advertising.* Definition: Advertising involves paid promotional messages delivered through various media channels, such as television, radio, print, online platforms, and billboards. Purpose: To raise awareness, promote products or services, and influence consumer behavior. Example: A TV commercial showcasing a new smartphone model.

2.   *Public Relations (PR).* Definition: PR focuses on managing relationships between an organization and the public, media, investors, and other stakeholders. Purpose: To maintain a positive image, handle crises, and build credibility. Example: Issuing press releases about a company's philanthropic initiatives.

3.   *Direct Marketing.* Definition: Direct marketing involves personalized communication directly to individuals. It includes emails, direct mail, telemarketing, and targeted online ads. Purpose: To reach specific audiences and encourage immediate action (e.g., making a purchase). Example: Sending personalized discount coupons via email.

4.   *Sales Promotions.* Definition: Sales promotions offer short-term incentives to encourage purchases. These can include discounts, buy-one-get-one-free offers, loyalty programs, and contests. Purpose: To boost sales, create urgency, and reward customer loyalty. Example: A limited-time discount on a clothing brand's website.

5.   *Digital Media.* Definition: Digital media encompasses online platforms, including websites, social media, mobile apps, and search engine marketing (SEM). Purpose: To engage with audiences, build relationships, and drive conversions. Example: Running targeted Facebook ads for a new fitness app.

6.   *Personal Selling.* Definition: Personal selling involves direct interaction between a salesperson and potential customers. It occurs in face-to-face meetings, phone calls, or virtual presentations. Purpose: To tailor messages, address specific needs, and close deals. Example: A real estate agent showing properties to potential buyers.

7.   *Event Marketing.* Definition: Event marketing leverages live events (conferences, trade shows, product launches) to connect with audiences. Purpose: To create memorable experiences, showcase products, and network. Example: Hosting a product launch party for a new luxury fragrance.

Remember, an effective marketing communications mix considers the target audience, integrates different channels, and aligns with overall business goals. Each element plays a unique role in reaching and engaging customers.

Let's discuss *the effectiveness of various communication tools* commonly used in marketing. Each tool serves a specific purpose and has its strengths and limitations. Here's an overview:

1. *The Strengths of Advertising:*
— Wide Reach: Advertising can reach a large audience through various channels (TV, radio, print, online).
— Brand Visibility: Consistent advertising builds brand awareness.
— Creative Freedom: Advertisements allow creativity in messaging and visuals.

2. *The limitations of Advertising:*
⸺ Cost: High production and media placement costs.
⸺ Clutter: Advertisements compete for attention in a crowded space.

3. The *Strengths of Public Relations (PR)*:
— Credibility: PR activities enhance credibility and trust.
— Media Coverage: PR efforts can lead to positive media coverage.
— Crisis Management: PR helps manage crises and reputation.

4. *The Limitations of PR:*
— Lack of Control: PR relies on external media and public perception.
— Long-Term Effort: Building relationships takes time.

5. *The Strengths of Direct Marketing:*
— Personalization: Direct marketing targets specific individuals.
— Measurable: Response rates can be tracked.
— Immediate Action: Encourages immediate response.

6. *The Limitations of Direct Marketing:*
— Intrusiveness: Unsolicited direct marketing can annoy recipients.
— Database Maintenance: Requires accurate customer data.

7. *The Strengths of Sales Promotions:*
— Short-Term Impact: Boosts sales during specific periods.
— Customer Engagement: Creates excitement and urgency.
— Tangible Incentives: Discounts, coupons, and freebies attract attention.

8. *The Limitations of Sales Promotions:*
— Dependency: Overreliance on promotions can devalue the brand.
— Short-Lived Effect: Promotions may not lead to long-term loyalty.

Remember that the effectiveness of each tool depends on the context, target audience, and overall marketing strategy. A well-integrated mix of these tools maximizes impact.

Let's explore the communication differences between *B2B* (business-to-business) and *B2C* (business-to-consumer) marketing. These two contexts have distinct approaches due to their unique audiences and goals.

Specific elements of B2B Marketing (Business-to-Business):

1. Audience. B2B marketing focuses on other companies as its audience. It aims to reach decision-makers within organizations.

2. Messaging. B2B communication is often more formal and relies on data and facts. Key messaging emphasizes how products or services can improve business operations.

3.   Relationship Building. B2B relationships may develop over time. Marketers work toward additional streams of income from the same company for different products and services.

Examples of B2B Products: Project management software (e.g., Workfront), Cloud storage solutions (e.g., Dropbox), Web communication tools (e.g., Slack).

Specific elements of B2C Marketing (Business-to-Consumer):

1.   Audience. B2C companies sell directly to individual consumers. Wider Net: The B2C audience includes a broader range of demographics, socioeconomic groups, and tastes.

2.   Messaging. B2C communication is more engaging and appeals to emotions. Messaging emphasizes instant gratification, convenience, and ease of use.

3.   Buying Behavior. B2C clients often buy for immediate needs. Impulse Buys. Companies focus on tweaking impulse purchases and growing customer loyalty.

Examples of B2C Products. Apparel and fashion items. Consumer electronics (e.g., smartphones, headphones). Food and beverages.

In summary, B2B marketing emphasizes efficiency, problem-solving, and long-term relationships, while B2C marketing aims for broad appeal, emotional connection, and quick transactions. Understanding these differences helps marketers tailor their strategies effectively.

Let's explore various *communication channels* and how they have evolved with the advent of technology.

1.   Personal Communication Channels:

o   Face-to-Face Interaction: Traditional and intimate, allowing for nuanced communication through verbal and nonverbal cues.

o   Phone Calls: Direct voice communication, bridging distances.

o   Letters and Postcards: Written correspondence, although less common today.

2.   Social Communication Channels:

o   Social Media: Platforms like Facebook, Twitter, and Instagram enable instant sharing of thoughts, photos, and videos.

o   Messaging Apps: WhatsApp, Messenger, and WeChat facilitate real-time conversations.

o   Video Calls: Zoom, Skype, and FaceTime allow face-to-face interactions remotely.

3.   Media Communication Channels:

o   Television: Broadcasts news, entertainment, and advertisements.

o   Radio: Audio-based communication, especially for news and music.

o   Print Media: Newspapers, magazines, and journals disseminate information.

4.   Internet Technologies:

o   Email: Widely used for formal communication, both personal and professional.

o   Websites and Blogs: Information sharing, e-commerce, and personal expression.

o   Search Engines: Google, Bing, and others provide access to vast information.

5.   Mobile Technologies:

o   Smartphones: Ubiquitous devices for calls, texts, apps, and browsing.

o   Mobile Apps: Social media, news, productivity, and entertainment.

o   Text Messaging (SMS): Quick and concise communication.

The digital revolution has transformed these channels, making communication instantaneous, global, and multifaceted.

The *linear model of communication* provides a straightforward understanding of how two parties interact. In this one-way process, a sender transmits a message without expecting feedback from the receiver.

The communication process is dynamic and influenced by various factors. Here are some key considerations:

1.   *Sender-Receiver Relationship.* Effective communication involves a relationship between the sender and the receiver. Both parties actively participate, engage, and exchange messages. Trust, familiarity, and mutual understanding impact the quality of communication.

2.   *Noise Effect.* Noise refers to barriers or disruptions that affect accurate message transmission or reception. Noise can be physical (e.g., background noise) or psychological (e.g., cultural differences).

3.   *Context and Environment.* The context in which communication occurs matters. Cultural norms, social settings, and physical surroundings influence how messages are interpreted.

4.   *Feedback Loop.* Effective communication involves feedback. Feedback helps adjust and refine messages based on the receiver's understanding and response.

Word-of-mouth marketing (WOM marketing) is a powerful form of communication. WOM marketing occurs when consumers talk about a company's product or service to their friends, family, and close contacts.

Encouraging WOM Marketing:

—   Exceed Expectations: When a product or service goes beyond what customers expected, they naturally share their positive experiences.

—   Good Customer Service: Exceptional service leads to positive word-of-mouth.

—   Exclusive Information: Providing insider tips or exclusive details encourages sharing.

—   Social Media Engagement: Seamless sharing and promotion happen through social media-based customer service.

Remember, word-of-mouth marketing doesn't stop at the first interaction—it often leads to a cascade of follow-on interactions. Harnessing its power can significantly impact a company's success.

Diffusion describes how novel products, practices, or ideas spread among members of a social system. Diffusion is the movement of particles from an area of high concentration to an area of low concentration.

Interaction refers to the actual communication that takes place between a user and a system or interface. Examples: A person typing a message on a keyboard and seeing

it appear on a computer screen. A user clicking buttons on a website to navigate or perform actions.

Interactivity refers to the ability of a system or interface to respond to user input. Forms of Interactivity:

- Immediate Responses: When a user interacts with a system (e.g., clicks, swipes, or types), the system reacts promptly.
- Content Changes: Interactivity can alter digital content dynamically (e.g., commenting on a blog post changes the content on the website).
- Perceptual or Psychological Aspect: Some scholars view interactivity as a perceptual concept related to how users perceive responsiveness.
- Quality of Contexts or Processes: Interactivity can also be seen as a quality of contexts or communication processes.

In summary, Interactivity challenges traditional understandings of mediated communication. It represents one of the most significant aspects of technological changes in recent years. Interaction is the actual communication, while interactivity focuses on the system's responsiveness to user input.

The term *"Integrated Marketing Communications" (IMC)* emerged in 1989 as a need to focus advertising efforts across various promotional methods. By integrating communications across multiple marketing platforms, businesses discovered that each individual brand message was actually reinforcing the others. IMC aims to unify a brand's messaging, making it consistent across all media used to reach its target audience. *Let's explore why IMC is important*:

1. Consistency throughout the Customer Journey. IMC ensures a consistent brand message from the first touchpoint to the final purchase decision. Whether a customer encounters the brand through advertising, social media, or other channels, the messaging remains cohesive.

2. Brand-Building. IMC contributes to brand-building by reinforcing the brand's identity and values. A unified message strengthens brand recall and recognition.

3. Boosting Campaign Effectiveness. Properly using the right mix of marketing channels enhances campaign effectiveness. IMC aligns different channels toward achieving marketing objectives.

4. Channels Reinforcing Each Other. IMC prevents disjointed communication efforts. When channels reinforce each other, the overall impact is greater.

In summary, IMC is essential for long-term marketing success, especially in today's complex digital landscape.

Principles of Integrated Marketing Communications.

1. Coherence. Different communications are logically connected. The messaging across channels aligns seamlessly.

2. Consistency. Multiple messages support and reinforce each other. There are no contradictory statements or conflicting information.

3. Continuity. Communications are connected and consistent through time. The brand maintains a steady presence across campaigns.

4. Complementary. Synergistic approach where the sum of the parts is greater than the whole. Each channel complements the others, enhancing overall impact.

Features of Integrated Marketing Communications.

1. Research-Based Approach. IMC relies on consumer insights and research to inform decision-making. Understanding audience behavior and preferences is crucial.

2. Multichannel Integration. IMC involves blending various channels (e.g., advertising, PR, digital marketing) into a cohesive strategy. Consistent messaging across all channels is essential.

3. Problem-Solving Focus. IMC emphasizes solving business issues using effective communication. It's not just about broadcasting messages; it's about achieving specific goals.

4. Social Media Integration. IMC leverages social media as a powerful channel. Social platforms play a significant role in brand communication.

Ethics in Marketing Communications. Let's explore the concepts of ethics in marketing communications and delve into some ideas in business ethics. Marketing ethics refers to the principles and guidelines that guide decision-making in marketing activities. Here are some key aspects:

1. Honesty and Transparency. Honesty: Marketers should provide accurate and truthful information to consumers. Transparency: Disclose relevant details, avoid misleading claims, and maintain openness.

2. Respect for Consumer Autonomy. Allow consumers to make informed choices without coercion. Avoid manipulative tactics or hidden agendas.

3. Social Responsibility. Consider the broader impact of marketing on society. Support ethical practices and contribute positively to communities.

4. Avoiding Harm. Ensure that marketing communications do not harm consumers physically, emotionally, or financially. Be cautious with sensitive topics and vulnerable populations.

Ideas in Business Ethics.

1. Corporate Social Responsibility (CSR). Companies should actively contribute to social and environmental well-being. CSR initiatives can include philanthropy, sustainability efforts, and community engagement.

2. Fair Trade Practices. Treat suppliers, partners, and employees fairly. Avoid exploitative practices and promote equitable relationships.

3. Environmental Stewardship. Implement eco-friendly practices to minimize the company's environmental impact. Consider sustainable sourcing, waste reduction, and energy efficiency.

4. Ethical Decision-Making. Encourage employees to make ethical choices even in challenging situations. Provide clear guidelines and support for ethical dilemmas.

Remember, ethical marketing and business practices build trust, enhance brand reputation, and contribute to long-term success.

Questions for self-control

1. How has communication affected culture, innovation, and our daily lives?
2. What is communication mix?
3. Where did the term IMC emerge?
4. Is 21st century culture really digital and ethical?
5. What is Word-of-mouth marketing*?*
6. What are the features of IMC?
7. What are the principles of IMC?
8. What types of the communication channels do you know?
9. Describe the main Ideas of Business Ethics.
10. Prepare for the debate: «B2C marketing VS B2B marketing».

1.1.2. External conditions for implementing integrated marketing communications

Cognitive theory is an approach to psychology that focuses on understanding human behavior by examining thought processes. Let's dive into the details:

How Cognitive Theory Works:

Cognitive theory posits that thoughts are the primary determinants of emotions and behavior. It views information processing as a mental process similar to how a computer operates.

The goal of cognitive theory is to help individuals recognize and transform maladaptive thought patterns into healthier, adaptive ones. Unlike behaviorism, which simplifies behavior to cause-and-effect relationships, cognitive theory emphasizes the role of thoughts in shaping emotions and actions. Over the years, cognitive theory has merged with behaviorism to form cognitive-behavioral theory (CBT), allowing therapists to use techniques from both approaches to assist clients in achieving their goals.

Uses for Cognitive Theory:

Cognitive theory is applied in treating various mental health conditions, including: Anxiety, Bipolar disorder, Depression, Eating disorders, Panic attacks, Phobias, Personality disorders, Grief, Stress, Relationship problems, Insomnia, Poor self-esteem.

Therapists rely on cognitive theory to help clients identify and change cognitive biases within maladaptive thoughts. Two common biases addressed in anxiety treatment are:

1.Attention Bias: This bias leads individuals to focus on negative signals rather than positive ones during anxiety-triggering situations.

2. Interpretation Bias: It involves misinterpreting information, such as assuming negative facial expressions from others reflect personal feelings.

Types of Cognitive Theories:

Social Cognitive Theory: A subset of cognitive theory, it explores how social factors influence cognition and behavior. For instance, it examines observational learning and self-efficacy.

In summary, cognitive theory provides valuable insights into how our thoughts shape our emotions and actions.

Perception in marketing plays a crucial role in shaping how consumers view and interpret a brand's offerings. Let's explore this concept further:

Definition of Perception in Marketing: Perception refers to the meaningful information, awareness, impressions, and opinions that consumers have about a company's products, services, reputation, and values. In simple terms, it's how the firm is viewed and understood by consumers based on the available information.

Importance of Perception in Marketing:

What consumers feel and believe about a product can be just as important as its actual performance.

Marketers aim to manipulate consumer perception to create a positive image in their minds. Understanding how people interpret marketing messages is essential for predicting their reactions and tailoring strategies accordingly.

Stages of Perception in Marketing: Companies use the following five stages to understand how consumers think and feel when they encounter brand materials.

Stimulation: At the beginning of a consumer's journey, they experience sensory recognition and processing triggered by external elements (sight, sound, touch, smell, or taste).

For example, an eye-catching billboard promoting an unknown website can stimulate curiosity.

Organization: Consumers process and organize their thoughts based on stimuli (e.g., symbols) that evoke predetermined views. Relevant visuals and compelling fonts enhance this experience.

Evaluation: Consumers evaluate and assign value to their experiences. Positive associations lead to favorable perceptions of the brand.

Memory: Consumers retain memories of their interactions with the brand. Consistent positive experiences reinforce perception.

Recall: Consumers recall the brand when relevant situations arise. Effective marketing ensures the brand remains top-of-mind.

In summary, understanding consumer perception allows businesses to adapt their marketing strategies and create a distinct brand identity. By influencing how consumers interpret sensory information, companies can build positive associations over time.

Currently, there is an intensive spread of digital culture, which permeates almost all spheres of life: material (digital devices); symbolic (software systems, digital symbols); institutional (digitalization of the activities of social institutions); The new digital environment determines the value and mental attitudes of the individual, forms a new digital identity, the specificity of which is the possibility of independently constructing your virtual image or images. Thus, a person of the digital age arises, who can be called a «multiple person».

Let's explore the difference between **behavioral learning theory** and **cognitive learning theory**:

1. **Behavioral Learning Theory**:

Focus: Behavioral learning theory primarily concentrates on observable behaviors and discounts any independent mental activity.

Key Concepts:

—   Stimulus and Response: Behaviorists emphasize the relationship between stimuli (things that provoke reactions) and responses (reactions to stimuli). For instance, if a teacher rewards a student for completing homework correctly, it reinforces the desired behavior.

—   Rewards and Punishments: Behaviorists use rewards (positive reinforcement) and punishments (negative reinforcement) to shape behavior. For example, praising a student for completing homework or applying consequences for not doing so.

—   Tabula Rasa: Behaviorists believe that children are born with no knowledge and learn through experience. Their experiences (rewards and punishments) shape their behavior.

Types of Behaviorism:

—   Classical Conditioning: Involves involuntary responses or natural reflexes to stimuli. For instance, a student's irrational fears or anxieties (like fear of public speaking) fall under this category.

—   Operant Conditioning: Occurs when a response to a stimulus is reinforced. If a certain response is rewarded, it's more likely to be repeated. Example: When a teacher praises a student for completing all homework correctly, it reinforces the desired behavior.

2.   **Cognitive Learning Theory**:

Focus: Cognitive learning theory is broader and explains how human minds work during the learning process.

Key Concepts:

—   Internal Mental Processes: Unlike behaviorism, cognitive theory emphasizes internal mental processes such as memory, decision-making, and problem-solving.

—   Information Processing: Learners actively process information, organize it, and create mental representations.

—   Schema: Cognitive theorists propose that learners build schemas (mental frameworks) to understand and interpret new information.

—   Metacognition: Awareness and control of one's own cognitive processes play a crucial role in learning. Example: When a student actively processes information, connects it to existing knowledge, and applies problem-solving strategies, they are engaging in cognitive learning.

Let's delve into **the components of attitudes** and explore how marketing communications can influence them:

Components of Attitude:

Attitudes are relatively enduring evaluations or feelings that individuals hold toward objects, people, issues, or situations. They consist of three main components:

Affective Component: This involves an individual's emotional reactions or feelings toward an attitude object. For example, if someone feels positively about exercising, this is an affective response that may make them more likely to engage in physical activity.

Behavioral Component: The behavioral component of an attitude refers to how one behaves or acts toward an object, person, issue, or situation based on their attitude. It involves an individual's tendency to behave in a certain way related to the attitude object. For instance, if someone has a positive attitude toward healthy eating, their behavioral component may involve choosing fruits and vegetables over fast food.

Cognitive Component: The cognitive component of an attitude refers to the beliefs, thoughts, and attributes that an individual associates with an object. It involves mental processes related to understanding and interpreting information. For example, someone who believes that recycling benefits the environment holds a cognitive component related to recycling.

Influence of Marketing Communications on Attitudes:

Social Media Marketing Communications: Let's focus on social media as a marketing communication channel. Research has shown that social media marketing communications can impact the cognitive, affective, and behavioral attitude components among young consumers. Here are some findings:

Positive Influence: Social media marketing communications have a favorable influence on these attitude components.

Declining Scale: However, this influence tends to decline, which aligns with the purchase funnel model. In other words, the impact is strongest at the initial stages of forming an attitude.

Usage and Demographics: Factors such as usage patterns (long time periods, frequent profile updates) and demographics (population groups) play a role in shaping young consumers' attitudes toward social media marketing communications.

Practical Implications: Companies targeting the technologically advanced Generation Z consumers should adapt their strategies based on these insights. Understanding the declining impact and considering usage patterns and demographics can help tailor effective marketing approaches.

Persuasion and Attitude Change: Marketers aim to understand attitudes to persuade consumers to form positive attitudes toward their products and services.

The Elaboration Likelihood Model (ELM), developed by Richard Petty and John Cacioppo, explains how persuasion works. It considers the central route (where consumers carefully evaluate information) and the peripheral route (where cues like attractiveness or credibility influence attitudes).

In summary, marketing communications play a crucial role in shaping attitudes, and understanding the interplay between affective, behavioral, and cognitive components helps marketers create effective strategies.

Let's consider **the consumer decision-making process**, which outlines the steps individuals go through when considering a purchase. Understanding this process can help businesses tailor their strategies to interact effectively with customers at each stage. Here are the five key stages of the consumer decision-making process:

Problem Recognition:

Definition: At this stage, the consumer recognizes a need or problem. It could be triggered by an internal desire (e.g., hunger) or external factors (e.g., an advertisement). Example: Imagine someone feeling thirsty after a workout. Their need for hydration becomes evident, leading to problem recognition.

Information Search:

Definition: Consumers actively seek information about potential solutions to their need. They gather details about products, brands, and alternatives. Example: Our thirsty individual might search online for sports drinks, read reviews, and compare hydration options.

Alternatives Evaluation:

Definition: Consumers assess various alternatives based on criteria such as price, quality, features, and benefits. They weigh the pros and cons. Example: Our thirsty person evaluates sports drinks, water, and coconut water, considering taste, electrolytes, and convenience.

Purchase Decision:

Definition: The consumer makes the actual purchase choice. Factors like brand reputation, price, and availability influence this decision. Example: Our thirsty individual decides to buy a specific sports drink brand because it's well-known and has electrolytes.

Post-Purchase Evaluation:

Definition: After the purchase, consumers reflect on their decision. Did the product meet their expectations? Were they satisfied? Example: Our person evaluates whether the sports drink quenched their thirst and if it was worth the price.

Understanding the consumer decision-making process allows businesses to:

— Customize Messaging: Tailor marketing messages to match the consumer's stage (e.g., awareness, consideration, decision).

— Address Obstacles: Identify and address obstacles that prevent buyers from completing the purchase.

— Impact Factors: Recognize social, psychological, and external factors influencing the decision process.

Remember, successful businesses anticipate and engage with consumers throughout this journey, ensuring their product or service aligns with customer needs.

Let's explore **the different types of consumer decision-making**. Consumers exhibit various patterns when making purchasing decisions. Here are some common types:

Routinized Response:

In this type of decision-making, consumers don't need to think much. It applies to routine, low-involvement purchases where individuals have established habits. Example: Buying everyday items like toothpaste or milk without much consideration.

Limited Problem Solving:

Here, consumers engage in a bit more thinking or consideration. It occurs for moderately important purchases. Example: Choosing a restaurant for a casual dinner – you might consider a few options but not exhaustively.

Extensive Problem Solving:

This type involves significant effort and thought. It applies to high-involvement purchases or situations where consumers lack prior experience. Example: Buying a new car – researching features, comparing models, and evaluating options.

Complex Buying Behavior:

Complex buying behavior occurs when consumers face high-risk, high-involvement decisions. They invest time and effort in evaluating alternatives. Example: Purchasing a house or selecting a college for higher education.

Dissonance-Reducing Buying Behavior:

After making a significant purchase, consumers may experience post-purchase dissonance (doubts or regrets). They seek reassurance to reduce discomfort. Example: Reading reviews or seeking opinions after buying an expensive gadget.

Habitual Buying Behavior:

Habitual buying behavior involves repetitive purchases with minimal thought. Consumers stick to familiar brands or products out of habit. Example: Buying the same brand of coffee every week without actively considering alternatives.

Variety Seeking Behavior:

Consumers with variety-seeking behavior actively seek new experiences. They enjoy trying different brands or products. Example: Trying a new flavor of ice cream or exploring a different restaurant.

Understanding these decision-making types helps businesses tailor their marketing strategies to meet consumer needs effectively. Whether it's a routine purchase or a major investment, recognizing these patterns allows companies to engage with customers at the right level.

Let's explore both **involvement theory and hedonic consumption**:

Involvement theory states that the amount of learning and personal growth associated with any educational program is directly proportionate to the quality and quantity of student involvement in that program.

Types of Involvement:

Enduring Involvement: Refers to the personal importance or relevance of a product, service, or experience to an individual. It reflects how much something matters to a person.

Situational Involvement: Occurs temporarily based on a specific context or situation. Consumers who are involved situationally care about what they want to purchase and strive to make the right choice.

Response Involvement: Describes the complexity of cognitive processes during various stages of the decision-making process. It involves how much thought and effort a consumer puts into evaluating alternatives.

Application: Businesses use involvement theory to measure customer engagement, allocate resources, and benchmark their performance against competitors. It's especially relevant in service and experience-oriented industries where customers actively participate in experience co-creation and delivery2.

Hedonic consumption refers to the multisensory, fantasy, and emotive aspects of product usage experience. It goes beyond mere functionality and taps into the pleasure, emotions, and sensory enjoyment associated with consuming a product or service. Key Points:

— Multisensory Experience: Hedonic consumption involves experiencing products through multiple senses, including taste, sound, scent, touch, and visual imagery.

— Fantasy and Emotion: It encompasses the emotional pleasure derived from a particular brand or service.

— Individual Variation: The pleasure from hedonic consumption varies from person to person, unlike utilitarian consumption (which satisfies basic needs) where satisfaction levels are more consistent.

Examples: Hedonic consumption includes buying designer clothing, luxury cars, concert tickets, art, and vacations—choices driven by pleasure and emotional fulfillment.

In summary, involvement theory helps us understand the depth of engagement, while hedonic consumption focuses on the emotional and sensory aspects of consuming products. Both concepts play essential roles in marketing and consumer behavior research.

Let's delve into the development of **relationship marketing and explore the key differences between transactional marketing and relationship marketing**.

Development of Relationship Marketing:

Relationship marketing has evolved over time, emphasizing customer retention, satisfaction, and long-term value. Here are some key points in its development.

The concept of relationship marketing emerged in the 1980s. American marketing scholars Berry (1983) and Jackson (1985) were pioneers in proposing this approach. Berry argued that relationship marketing aims to obtain, maintain, and promote effective relationships with customers. Jackson emphasized attracting, establishing, and maintaining close relationships with enterprise customers. The ultimate goal is to improve long-term interests through cooperative relationships.

Focus and Differentiation:

Relationship marketing transcends the post-purchase-exchange process. It aims to create richer contact by providing personalized experiences and building stronger ties. Unlike other marketing techniques, relationship marketing focuses on long-term relationships with customers.

Customer Retention and Satisfaction:

Relationship marketing recognizes the long-term value of customer relationships. It extends communication beyond intrusive advertising and sales promotions. The goal is to retain and satisfy customers, resulting in loyalty, frequent interaction, and long-term engagement.

Key Differences Between Transactional and Relationship Marketing.

— *Time Orientation.* Transactional Marketing: Short-term focus on individual sales transactions. Relationship Marketing: Long-term perspective, emphasizing customer retention and loyalty.

— *Customer Contact.* Transactional Marketing: Minimal customer interaction. Relationship Marketing: Frequent interaction with customers.

— *Objective.* Transactional Marketing: To make the sale or get the order. Relationship Marketing: To become the sole or preferred supplier in the market.

— *Nature of Relationship.* Transactional Marketing: Short and intermittent interactions. Relationship Marketing: Strong, continuous relationships built on trust.

— *Customer Commitment.* Transactional Marketing: Low commitment. Relationship Marketing: High commitment and loyalty.

In summary, transactional marketing focuses on individual sales transactions, while relationship marketing prioritizes long-term customer relationships, satisfaction, and personalized experiences. Both approaches play essential roles in today's dynamic business landscape.

Let's explore **customer loyalty** and its various aspects, including types of loyal customers and strategies to enhance loyalty.

Customer loyalty refers to the willingness of customers to repeatedly choose a specific brand or company for their purchases. It goes beyond mere satisfaction and involves an enduring relationship between satisfied customers and the businesses they consistently support. Loyal customers are those who make repeat purchases, engage with the brand across channels, and often advocate for it by recommending products or services to others.

Building customer loyalty is crucial for several reasons:

Reducing Costs. It's more cost-effective to retain existing customers than to acquire new ones. Attracting new customers can be up to 5 times more expensive than retaining current ones. Repeat customers are more likely to make additional purchases, contributing to revenue growth.

Increasing Revenue. Loyal customers tend to spend more over time. Industry reports suggest that 43% of U.S. customers spend more with brands they like.

Word-of-Mouth Marketing. Loyal customers become brand ambassadors, sharing positive experiences with friends and family. Their recommendations carry significant weight in influencing others' purchasing decisions.

Stability and Survival. A loyal customer base provides stability during market fluctuations. Thriving businesses weather ups and downs more effectively with loyal customers.

Types of Loyal Customers:

Emotional Loyalty: Based on deep personal connections with the brand. Customers feel emotionally attached and loyal due to positive experiences.

Advocacy Loyalty: Involves brand advocates who refer others to the brand. Word-of-mouth marketing plays a significant role here.

Transactional Loyalty: Straightforward loyalty based on repeated transactions. Customers consistently choose the same brand.

Social Loyalty: Driven by social connections (e.g., loyalty to a community or group). Customers stay loyal due to shared values or affiliations.

Engagement Loyalty: Customers who actively engage with the brand across channels. They participate in events, follow social media, and provide feedback.

Behavioral Loyalty: Based on specific behaviors (e.g., frequent purchases, referrals). Customers exhibit loyalty through their actions.

Strategies to Increase Customer Loyalty:

— Make Things Easy for Customers.

— Simplify processes, reduce friction, and enhance convenience.

— Smooth interactions lead to better loyalty.

— Provide Excellent Service.
— Exceptional customer service builds trust and loyalty.
— Address issues promptly and exceed expectations.
— Personalize the Customer Experience.
— Tailor interactions based on individual preferences.
— Personalization fosters emotional connections.
— Create an Emotional Connection.
— Go beyond transactions; evoke emotions.
— Storytelling and shared values matter.
— Start a Loyalty Program.
— Reward loyal customers with incentives, discounts, or exclusive offers.
— Loyalty programs encourage repeat business.
— Ask for Feedback.
— Actively seek customer opinions.
— Use feedback to improve and show customers you value their input.

Remember, customer loyalty isn't just about transactions; it's about building lasting relationships.

Let's explore the AIDA model, which is a sequential framework commonly used in marketing and advertising. It identifies the stages that an individual goes through during the process of purchasing a product or service. The AIDA model consists of four key components.

Attention: The first step is to attract the attention of consumers. Marketers aim to make consumers aware that a product or service exists.

Strategies for gaining attention include:
— Creative Disruption: Breaking existing patterns of behavior through highly creative messages.
— Guerrilla Marketing: Placing advertisements in unexpected situations or locations.
— Provocative Imagery: Creating shock in advertisements.
— Personalization: Delivering intensely targeted messages.

Interest: Once consumers are aware of the product or service, the next goal is to increase their interest. This step can be challenging, especially if the offering isn't inherently interesting.

Effective approaches include:
— Breaking up advertising information into easily digestible chunks.
— Using interesting subheadings and illustrations.
— Focusing on what's most relevant to the target market.
— Conveying the most important message to consumers.

Desire: After capturing interest, marketers aim to create desire in consumers. The goal is to shift their mindset from "I like it" to "I want it."

Strategies for building desire include:
— Communicating the product's benefits and unique selling points.
— Highlighting how the product or service meets specific needs.

— Leveraging emotional appeals and storytelling.

— Demonstrating value and quality.

Action: The ultimate objective is to drive consumers to take action and make a purchase. Awareness leads to interest, which leads to desire, and finally, action.

Marketers use compelling calls-to-action (CTAs) to encourage immediate steps, such as making a purchase, signing up, or contacting the business.

In summary, the AIDA model provides a structured approach for guiding consumers through the decision-making process. By strategically addressing each stage, businesses can create effective marketing campaigns that lead to action.

The Elaboration Likelihood Model (ELM), developed by psychologists Richard E. Petty and John T. Cacioppo in 1980, is a dual-process theory that explains how people process information during persuasion and how it affects their attitudes and behavior. Let's dive into the key aspects of the ELM:

The ELM proposes two distinct routes through which people evaluate persuasive messages:

Central Route Processing: In this route, individuals carefully consider the logic, data, and facts presented in the message. They engage in deep thinking and critically analyze the argument's worthiness. Central route processing occurs when the message is personally relevant or important to the individual.

Peripheral Route Processing: Here, people rely on superficial cues rather than in-depth analysis. Peripheral cues include things like the source's credibility, attractiveness, or emotional appeal. This route is more common when the message is less personally relevant or when individuals are distracted.

Factors Influencing Elaboration:

— Personal Investment: If an issue is personally important to someone, they are more likely to engage in central route processing.

— Distraction: High levels of distraction lead to peripheral route processing.

— Need for Cognition: Some individuals enjoy analyzing arguments and have a high need for cognition, leading them to prefer central route processing.

Outcomes of Elaboration. The level of elaboration predicts how people assess the contents of a message. Central Route: When elaboration is high, individuals focus on the message's substance. They are more likely to be persuaded by logical arguments and data. Peripheral Route: When elaboration is low, people rely on peripheral cues. They may be influenced by factors like the source's attractiveness or emotional appeal without deeply analyzing the message.

Application. Marketers, advertisers, and communicators use the ELM to design more effective persuasive messages. Central Route: For important issues, emphasize logical arguments and provide relevant information. Peripheral Route: Use attractive visuals, endorsements by credible sources, and emotional appeals to capture attention when elaboration is low.

In summary, the Elaboration Likelihood Model helps us understand how people process information during persuasion, guiding effective communication strategies based on the level of elaboration.

1.   What are the main stages of Perception in Marketing. How does the digital environment and digital lifestyle affect the individual perception?
2.   Characterize the different types of consumer decision-making.
3.   Compare the involvement theory and hedonic consumption theory.
4.   Describe the essence of the relationship marketing.
5.   Explore the key differences between transactional marketing and relationship marketing.
6.   What are the main elements of AIDA?
7.   Which strategies can increase Customer Loyalty?
8.   Describe the main factors influencing the ELM model.

1.1.3. Managing marketing communications.

Let's delve into the world of **Integrated Marketing Communication (IMC)** and explore the key elements for creating an effective strategy. IMC is all about harmonizing various promotional elements to deliver a unified and consistent brand message across diverse communication channels. Here are the essential components.

Consistency: The messaging and branding must remain consistent across all channels. Whether it's your website, social media, or print materials, maintaining the same tone, voice, and messaging helps reinforce your brand's identity and increases brand recognition.

Channel Integration: Effective use and integration of various channels (such as TV, radio, print, online, and social media) are crucial. Each channel should complement the others, providing a cohesive and complete narrative. For example, a social media campaign might coincide with the launch of a new product and be supported by print advertising, direct mail, and content marketing efforts.

Clear Objective Setting: Before diving into any marketing campaign, set clear goals. Whether you aim to improve brand awareness, increase sales, or enhance customer retention, these objectives must align with your company's overall business goals.

Customer Focus: Design your IMC strategy around the customer's journey and experiences. Understand their needs, preferences, and behavior at every stage of the buying process. By doing so, you can create a seamless and personalized experience for your audience.

Remember, IMC isn't just about individual tools; it's about weaving them together into a cohesive strategy that resonates with your target audience.

Media-neutral planning is a critical aspect of Integrated Marketing Communication (IMC).

Media-neutral planning refers to the process of developing a marketing strategy without being tied to specific advertising channels or platforms. Instead of focusing on individual media outlets (such as TV, radio, or social media), media-neutral planning emphasizes the overall message, target audience, and objectives.

Why Is Media-neutral planning Important?

Flexibility: By avoiding a specific media bias, marketers can adapt their campaigns to changing consumer behavior and emerging technologies.

Holistic Approach: It encourages a holistic view of communication, considering all touchpoints where the brand interacts with its audience.

Cost Efficiency: Media-neutral planning allows for efficient allocation of resources based on effectiveness rather than preconceived media preferences.

Steps in Media-Neutral Planning:

— Audience Analysis: Understand your target audience's preferences, behavior, and media consumption habits.

— Message Development: Craft a compelling and consistent brand message that resonates across channels.

— Objective Setting: Define clear goals (e.g., brand awareness, lead generation, sales) that align with business objectives.

— Channel Exploration: Explore various media channels and evaluate their suitability based on audience reach, cost, and effectiveness.

— Integration: Integrate chosen channels seamlessly to create a cohesive brand experience.

Remember, media-neutral planning allows marketers to think beyond traditional channels and focus on delivering the right message to the right audience, regardless of the medium.

Let's explore the Duncan-Moriarty categories of relationship drivers in the context of integrated marketing communication (IMC). These categories provide insights into how organizations can effectively manage brand relationships. Here are the key drivers.

Creating and Nourishing Relationships. This category emphasizes building strong relationships with all stakeholders, not just customers. Stakeholders include employees, suppliers, channel members, the media, government regulators, and the community. Effective communication at this level involves understanding the needs, preferences, and expectations of various stakeholders and aligning brand messaging accordingly.

Brand Communication Integration. Integration is viewed as a continuum, emphasizing the seamless alignment of brand communication across different channels and touchpoints. Organizations must strategically integrate their marketing efforts, ensuring consistency and coherence in messaging. This includes both internal (within the organization) and external (customer-facing) communication.

Duncan and Moriarty highlight that communication plays a central role in managing brand relationships. Whether it's corporate communication, marketing communication, or integrated marketing communication (IMC), effective communication drives brand value and fosters lasting relationships.

In summary, the Duncan-Moriarty model underscores the importance of holistic communication strategies that go beyond traditional marketing approaches. By nurturing relationships, integrating brand communication, and recognizing communication as the linchpin, organizations can enhance their brand value and build enduring connections with stakeholders.

Let's explore **the reasons behind resistance to Integrated Marketing Communication (IMC)** and why some organizations hesitate to fully integrate their communication efforts.

Inertia and Refusal to Change. Many marketing practitioners resist IMC because they are comfortable with their existing practices. Any attempt to change the "tried and tested" recipe encounters resistance. People often prefer to stick to what they know rather than embracing new approaches.

Organizational Silos. Departments within an organization often operate in silos, each with its own goals, budgets, and communication strategies. Breaking down these silos and fostering collaboration can be challenging. IMC requires cross-functional cooperation, which may face resistance from entrenched departmental mindsets.

Budget Allocation Challenges. Allocating budgets across various communication channels can be complex. Some departments may prioritize their specific channels over others, leading to conflicts when integrating budgets for a cohesive IMC strategy.

Lack of Understanding or Buy-In. Not everyone within an organization fully comprehends the benefits of IMC. Without buy-in from key stakeholders, implementing IMC becomes an uphill battle. Education and clear communication about the advantages are essential.

Fear of Losing Control. IMC involves coordination across multiple channels, which can feel like relinquishing control. Some managers worry that a unified approach might dilute their individual impact or decision-making authority.

Legacy Systems and Processes. Organizations with legacy systems, outdated technologies, or deeply ingrained processes may find it difficult to adapt to IMC. Transitioning to new tools and workflows requires effort and resources.

Resistance to Collaborating Externally. Some firms resist collaborating with external partners (such as agencies or consultants) for IMC initiatives. This reluctance can hinder the holistic integration of communication efforts.

In summary, overcoming resistance to IMC involves addressing cultural, structural, and educational barriers. Organizations must recognize the long-term benefits of seamless communication and work collectively toward a unified approach.

An incremental approach to Integrated Marketing Communication (IMC) involves gradually implementing and refining communication strategies over time. Here are steps you can take to incrementally enhance your IMC efforts:

1.   Assessment and Audit. Begin by assessing your current communication channels, messaging consistency, and overall brand presence. Conduct an audit to identify gaps, strengths, and areas for improvement.

2.   Set Clear Objectives. Define specific objectives for your IMC strategy. These could include improving brand awareness, increasing customer engagement, or driving sales. Ensure alignment with your organization's broader goals.

3.   Prioritize Channels. Rather than attempting a complete overhaul, prioritize a few key channels for integration. Start with channels that have the highest impact or reach your target audience effectively.

4.   Consistent Messaging. Develop a core brand message that resonates across all channels. Ensure consistency in tone, voice, and visual elements. This reinforces brand identity.

5.	Collaborate Across Departments. Break down silos by involving different departments (marketing, sales, customer service, etc.). Encourage cross-functional collaboration to share insights and align efforts.

6.	Gradual Integration. Integrate channels incrementally. For example: Start by aligning social media and email marketing. Later, incorporate content marketing and PR efforts. Gradually expand to other channels like events, influencer partnerships, and advertising.

7.	Feedback and Adaptation. Continuously gather feedback from stakeholders, customers, and analytics. Use data to refine your approach. Adjust messaging, timing, and channel mix as needed.

8.	Technology Adoption. Invest in tools that facilitate IMC, such as marketing automation platforms or customer relationship management (CRM) systems. Leverage technology to streamline communication and track performance.

Remember, incremental changes allow for smoother transitions, reduced resistance, and better alignment with organizational culture.

Business Model Canvas (BMC).

Alexander Osterwalder is a renowned business thinker who has significantly influenced the field of strategic management. One of his notable contributions is the Business Model Canvas, a powerful tool for developing and analyzing business models.

The Business Model Canvas is a visual template that helps organizations describe and map out their business models. It provides a structured framework for understanding how various components of a business fit together. Developed by Alexander Osterwalder and his team, the BMC consists of nine key building blocks, each representing a critical aspect of a business.

The Nine Building Blocks of the Business Model Canvas:

— Customer Segments: Identify the different customer groups or segments your business serves.

— Value Propositions: Define the unique value your product or service offers to each customer segment.

— Channels: Determine the channels through which you deliver your value proposition to customers.

— Customer Relationships: Describe how you interact with and build relationships with your customers.

— Revenue Streams: Specify the sources of revenue for your business (e.g., sales, subscriptions, licensing).

— Key Resources: List the essential assets and resources required to create and deliver value.

— Key Activities: Highlight the critical activities necessary to operate your business.

— Key Partnerships: Identify external partners or collaborators crucial for your business success.

— Cost Structure: Understand the costs associated with running your business.

Benefits of the Business Model Canvas:

— Visual Clarity: The canvas provides a clear and concise overview of your business model.

— Alignment: It helps align different departments and stakeholders around a common understanding.

— Flexibility: You can adapt and iterate your business model by adjusting the canvas elements.

— Holistic View: By considering all building blocks together, you gain insights into trade-offs and dependencies.

Osterwalder and his collaborators have also developed related tools, such as the Value Proposition Canvas (focused on understanding customer needs) and the Culture Map (for organizational culture analysis). These tools enhance the overall understanding of business dynamics and strategy.

In summary, the Business Model Canvas is a versatile and widely used framework for designing, analyzing, and communicating business models. It empowers organizations to think holistically and make informed decisions about their strategic direction.

Market segmentation is a fundamental concept in marketing that involves dividing a larger market into smaller, more manageable segments. By doing so, businesses can tailor their products, services, and marketing efforts to specific groups of consumers. Let's explore the bases of market segmentation.

Demographic Segmentation.

Demographic segmentation categorizes consumers based on observable characteristics such as age, gender, income, education, occupation, marital status, and family size. Understanding demographic factors helps businesses create targeted marketing campaigns. For example, a toy company might focus on parents with young children, tailoring its messaging accordingly.

Geographic Segmentation.

Geographic segmentation considers the physical location of consumers. It divides the market based on factors like country, region, city, climate, and urban vs. rural areas. A beverage company might adjust its product offerings based on regional preferences (e.g., promoting warm beverages in colder climates and refreshing drinks in warmer regions).

Psychographic Segmentation.

Psychographic segmentation divides people into groups based on unobservable aspects of their psychology, such as personalities, lifestyles, social status, interests, opinions, and attitudes. Understanding psychographics allows businesses to create more personalized marketing messages. For instance, a luxury brand might target consumers who value exclusivity and sophistication.

Behavioral Segmentation.

Behavioral segmentation focuses on consumer behavior, including purchasing patterns, product usage, loyalty, and brand interactions. Examples: Segments can include frequent buyers, occasional shoppers, brand loyalists, or price-sensitive consumers. Businesses can tailor promotions, loyalty programs, and product recommendations based on behavioral insights.

Firmographic Segmentation.

Firmographic segmentation applies primarily to business-to-business (B2B) markets. It considers organizational characteristics, such as industry, company size, revenue, and location. B2B companies might target specific industries (e.g., healthcare, technology) or tailor solutions based on company size (small businesses vs. large enterprises).

In summary, these bases of segmentation provide a framework for understanding diverse consumer groups and tailoring marketing efforts accordingly. By leveraging these insights, businesses can optimize their strategies and better meet customer needs.

Let's explore **the 3Ps of marketing communication strategy**:

Push Strategy. The push strategy aims to promote products to retailers or wholesalers, effectively pushing the product down the distribution channel. Key features of push strategies include:

— Minimal or no direct advertising to end consumers.

— Acquisition of customers through personal sales efforts (e.g., trade shows where distributors learn about a company's product lineup).

— Brand loyalty is low.

— Many substitutes exist in the market.

— The product is innovative and needs marketing.

— Purchases are often impulse-driven and consumers have prior knowledge of the product.

Pull Strategy. The pull strategy focuses on attracting end users or consumers directly. Features of pull strategies include:

— High product demand.

— Differentiation based on real or emotional features.

— Brand-loyal consumers who actively participate in product purchase decisions.

— Consumers often decide on brand choice before entering the store.

— Promotions, contests, free samples, and social activities are commonly used.

— Note that adding advertisements to pull campaigns increases overall costs.

Profile Strategy. The profile strategy aims to build awareness, perception, attitude, and reputation for an organization. Tools used in profile strategies include:

— Public relations.

— Sponsorship.

— Corporate advertising.

— Vital for maintaining good relationships with stakeholders.

— Often adapted based on the nature of foreign markets in international contexts.

In summary, organizations can strategically use push, pull, and profile strategies to optimize their marketing communication efforts. Each strategy serves different purposes and caters to specific needs within the market.

Let's explore the concept of **a marketing communication strategy** and its essential components. A marketing communication strategy is the approach that

businesses or individuals use to reach their target market through various communication methods. It encompasses three critical components:
— Message: What you want to convey.
— Channel: Where you deliver the message.
— Target Audience: Whom the message is directed toward.
To create an effective strategy, consider the following alignments.

Customer Alignment. Be present where your customers are already active. Choose channels based on their preferences. For younger audiences, focus on social media platforms like Instagram and Facebook rather than traditional TV commercials.

Brand Alignment. Maintain consistent brand image across all chosen marketing channels. If you sell luxury products, collaborate with prestigious magazines rather than local journals.

Budget Alignment. Select channels that fit your budget. For instance, if you have a limited budget, consider alternative approaches like reaching out to journalists for free press coverage.

Remember, a well-crafted marketing communication strategy ensures that your messages resonate with the right audience through the most effective channels.

Developing a marketing communications plan is crucial for effectively reaching your target audience and promoting your products or services. Let's break down the steps to create an effective plan:

Conduct an Audit of Your Current Communications Materials. Begin by assessing your existing communication channels, materials, and messaging. Understand what's working well and identify areas for improvement.

Set SMART Goals. Define specific, measurable, achievable, relevant, and time-bound goals for your communications plan. These goals should align with your overall business objectives.

Identify Your Audience. Determine the specific audience segments you want to reach. Consider demographics, psychographics, and any other relevant factors.

Outline and Write Your Plan. Create a detailed plan that outlines the following. Key Messages: What information or value you want to convey. Channels: Where you'll deliver your messages (e.g., social media, email, website). Frequency: How often you'll communicate. Tone and Style: The voice and branding consistency. Content Types: Whether it's articles, videos, infographics, etc. Keep your audience in mind throughout this process.

Determine Communication Channels. Choose the most effective channels for reaching your audience. Consider online platforms, traditional media, events, and direct communication.

Assign Responsibilities. Identify team members responsible for delivering each message. Clearly define roles and ensure everyone understands their tasks.

Estimate a Timeline. Set deadlines for each step of your plan. Be realistic about how long each task will take.

Measure and Evaluate. After implementing your plan, measure its effectiveness. Analyze results, gather feedback, and identify successes and areas for improvement.

Remember, a well-structured marketing communications plan ensures consistent messaging and helps achieve your business goals.

Let's delve into the **DAGMAR model** and explore how it helps establish clear advertising objectives and measure campaign success.

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. It's a marketing model introduced by Russell Colley in 1961 and further developed by Solomon Dutka. The model provides a systematic approach to setting advertising goals and evaluating their effectiveness. DAGMAR guides advertisers through four essential phases, often remembered by the acronym ACCA:

— Awareness: Generating awareness of the brand among consumers.

— Comprehension: Increasing understanding of the product and its benefits.

— Conviction: Convincing consumers that they need the product.

— Action: Persuading consumers to make a purchase.

Key Components of DAGMAR:

1. Communication Task: Develop a specific communication task that aligns with the ACCA steps.

2. Measurable Goals: Ensure that the success of these goals can be measured against a baseline.

3. Evaluation Criteria: Be concrete and measurable. Define the target audience or market. Identify the benchmark and expected degree of change. Specify a timeframe for achieving the objective.

4. The target market is the subset of consumers most likely to purchase the product. Consider demographic, geographic, and psychographic segmentation. Primary markets are the initial focus, while secondary markets represent a larger population that may buy the product later.

5. Setting Benchmarks and Timeframes. Establish a benchmark to measure campaign success. Today's businesses aim for a particular share of the market or a substantial share of a market segment, rather than selling to everybody.

In summary, DAGMAR provides a strategic framework for advertisers to define goals, communicate effectively, and evaluate the impact of their advertising efforts.

Let's explore **the derivation of promotional objectives** and dive into the concept of **SMART objectives in marketing**.

Derivation of Promotional Objectives. When setting promotional objectives, it's essential to align them with broader business goals and strategies. Here are the steps for deriving effective promotional objectives:

1. Understand Business Goals: Start by understanding the overall business objectives. What does the organization aim to achieve? Whether it's increasing sales, enhancing brand awareness, or launching a new product, promotional objectives should directly contribute to these goals.

2. Analyze the Market: Conduct a thorough analysis of the market, including customer segments, competitors, and industry trends. Identify opportunities and challenges that promotional efforts can address.

3. Segmentation: Based on market analysis, segment your target audience. Consider demographics, psychographics, and behavioral factors. Each segment may require different promotional approaches.

4.   Positioning: Determine how you want your brand or product to be perceived in the minds of consumers. Positioning influences the messaging and tone of promotional activities.

5.   Budget Constraints: Consider the available budget for promotional activities. Objectives should be realistic and achievable within the allocated resources.

6.   Integration with Marketing Mix: Ensure that promotional objectives align with other elements of the marketing mix (product, price, and place). For example, if you're launching a new product, promotional efforts should support its introduction.

SMART objectives provide a structured framework for setting clear and effective goals. Let's break down each component.

Specific (S): Objectives should be precise and well-defined. Avoid vague statements. Example: "Increase website traffic by 20% within six months."

Measurable (M): Objectives must be quantifiable. You should be able to measure progress. Example: "Achieve a customer satisfaction rating of 4.5 out of 5 in post-purchase surveys."

Achievable (A): Objectives should be realistic and attainable. Consider available resources and constraints. Example: "Launch a new product line within the next quarter."

Relevant ®: Objectives should align with business priorities and contribute to overall success. Example: "Increase social media engagement to strengthen brand loyalty."

Time-Bound (T): Set a specific timeframe for achieving the objective. Deadlines create urgency. Example: "Reduce customer churn rate by 10% by the end of the fiscal year."

Remember, SMART objectives guide promotional efforts, ensuring they are focused, measurable, and aligned with organizational goals.

Let's explore **positioning strategies and the concept of repositioning** in marketing.

Positioning refers to how consumers perceive a product relative to its competitors. It's about creating a distinct and favorable image in the minds of consumers. Here are some common positioning strategies:

— Product Attributes: Emphasize specific features or characteristics that set your product apart (e.g., "Our smartphone has the longest battery life in the market").

— Price and Quality: Position your product as high-quality (premium) or value-for-money (affordable).

— Use or Application: Highlight how your product solves a specific problem or meets a particular need (e.g., "The ultimate fitness tracker for runners").

— Competition: Position against a specific competitor (e.g., "Better than Brand X").

— User or Audience: Target a specific group of users (e.g., "Designed for busy professionals").

— Cultural Symbolism: Associate your product with certain cultural values or symbols (e.g., luxury, eco-friendly).

Effective positioning helps create a unique and memorable brand identity.

Repositioning involves adjusting a brand's position in the market. It aims to refine the brand's standing while maintaining its core identity. Reasons for repositioning:

1. Market Changes. Shifts in consumer preferences, technology, or competitive landscape.
2. Brand Perception. If the current positioning isn't resonating with consumers.
3. New Segments. Targeting a different audience.

Repositioning can be subtle (adjusting messaging) or significant (changing product features or logo). It's a strategic move to stay relevant and adapt to evolving markets.

Remember, whether you're establishing a new position or repositioning, understanding your target audience and their needs is crucial for successful marketing.

Let's explore the importance of financial resources in marketing communications and how organizations allocate budgets to support their promotional efforts.

Financial Services Marketing. Financial services marketing uses various strategies and techniques to create awareness of financial products, capture leads, and convert them into loyal customers through ongoing marketing campaigns. It encompasses both digital marketing (inbound channels like blogs) and outbound marketing (such as advertising and direct mail).

In the rapidly evolving landscape, financial services CMOs face big expectations and challenges. Understanding digital commerce trends and shaping forward-looking plans is crucial.

Allocating Financial Resources. Effective marketing communication requires financial investment. Budget Determination: Organizations assess their overall marketing budget based on business goals, revenue projections, and available funds. Prioritization: Allocate funds to critical areas such as advertising, content creation, public relations, and digital campaigns. Testing and Optimization: Set aside resources for testing different channels and messages to optimize performance. Monitoring ROI: Continuously evaluate the return on investment (ROI) from marketing efforts and adjust resource allocation accordingly.

SMART Objectives and Resource Allocation. When setting marketing objectives, consider the SMART framework. Specific: Clearly define what you want to achieve (e.g., increase website traffic). Measurable: Set quantifiable goals (e.g., 20% traffic growth). Achievable: Ensure objectives are realistic within the available budget. Relevant: Align objectives with business priorities. Time-Bound: Set deadlines for achieving the objectives. Allocate financial resources based on these objectives and track progress.

In summary, financial resources play a vital role in executing effective marketing communications. Organizations must strategically allocate budgets to achieve their goals and adapt to changing market dynamics.

Let's explore pre-testing methods in advertising, including the use of focus groups and other techniques to evaluate unfinished advertisements before their full launch.

Pre-testing, also known as pre-ad testing, involves evaluating advertisements even before they are aired or printed. The objective is to assess their effectiveness in

capturing and retaining audiences, conveying a clear message, linking with the brand, and overall impact. Pre-testing helps identify areas for improvement and ensures that the final advertisement resonates with the target audience.

Qualitative Methods for Pre-Testing.

Direct Questioning: This method involves asking direct questions related to various elements of the advertisement. Advertisers can gather clear, immediate feedback from the target audience regarding attractiveness, clarity of the message, memorability, and potential influence on consumer behavior.

Focus Groups: Focus groups bring together a small group of participants representing the target audience. In a controlled environment, a moderator guides a discussion about specific topics, products, services, or concepts. Participants share their thoughts, feelings, and experiences, providing valuable qualitative data. Focus groups allow exploration of underlying motivations and capture non-verbal cues that surveys often miss.

Portfolio Test: In portfolio testing, participants evaluate a collection of advertisements or creative concepts. This method helps identify which ads resonate most effectively with the audience.

Paired Comparison Test: Participants compare two or more advertisements side by side. Advertisers can determine which version performs better in terms of impact and preference.

Order-of-Merit Test: Participants rank advertisements based on their perceived quality or effectiveness. This method helps prioritize ads within a set.

Quantitative Methods for Pre-Testing.

Checklist Method: A checklist rates ads based on specific characteristics or qualities.

Consumer Jury Test: Participants act as a jury, evaluating advertisements and providing feedback.

Mock Magazine Test: Simulates the ad's appearance in a magazine layout. Participants assess its effectiveness in context.

Perceptual Meaning Studies: Analyzes how consumers perceive and interpret visual elements, colors, and symbols in an ad.

Physiological Testing: Measures physiological responses (such as heart rate, skin conductance, or eye movement) to gauge emotional impact.

Pre-testing ensures that advertisers make substantial changes to the final advertisement, making it more appropriate for the target audience. By identifying potential issues early, advertisers can optimize their creative efforts and increase the chances of success when the ad is fully launched.

In summary, pre-testing methods, including focus groups, play a crucial role in refining advertisements and ensuring they resonate effectively with the intended audience.

Let's explore the fascinating world of **branding, marketing communications, and brand portfolios**.

Branding is the process of creating a distinctive and unique identity for a company or product in the market. It encompasses visual elements (such as logos and design) as well as intangible aspects like brand personality and values. Marketing

communications play a crucial role in shaping brand perception. They include tactics such as advertising, social media, and direct communication with customers. Effective brand communication builds awareness, loyalty, and differentiation.

Brand characteristics are the core values and traits that define a brand. These attributes make the brand distinct and memorable. Some key brand characteristics include:

— Physique. The physical aspects of the brand, including the logo, color palette, and product design.

— Personality. The brand's voice, tone, and communication style.

— Culture. The values and beliefs associated with the brand.

— Relationship. How the brand interacts with its audience and builds connections.

— Reflection. How consumers perceive themselves when using the brand.

— Self-Image. How the brand aligns with consumers' self-identity.

Benefits of Branding.

1. Increased Clarity in the Marketplace: Clear brand identity helps consumers understand your offerings and differentiates you from competitors.

2. Cross-Selling Opportunities: Brands within a portfolio can complement each other, leading to increased revenue.

3. Enhanced Brand Equity: Strong brands positively impact the parent company's value and ability to generate revenue.

4. Better Company Culture: Employees understand their brand's role and feel more included.

Brand architecture defines the role of each brand within an organization. It guides how brands relate to each other. There are three main types.

Monolithic Architecture (Branded House): Uses one single brand name for all products/services. Example: Google (Google Search, Google Maps, Google Drive).

Endorsed Architecture (House of Brands): A single brand name endorses a range of products/services. Example: Marriott International (Marriott, Sheraton, Ritz-Carlton).

Multi-Brand Architecture: Multiple brand names differentiate products/services. Example: Procter & Gamble (Tide, Pampers, Gillette).

Choose the architecture that aligns with your organization's goals and brand strategy.

In summary, branding and effective brand communication are essential for business success. Understanding brand characteristics and strategically managing brand portfolios contribute to long-term growth and customer loyalty.

Let's delve into the fascinating world of **online branding** and explore **the concept of virtual brand communities**.

Online branding is the process of building and maintaining a consistent brand identity across various digital channels. It involves creating a distinct online presence for a person, company, or product. Here are some key aspects of online branding.

Channels. Online branding occurs through websites, search engines (like Google), social media platforms (such as Facebook and Instagram), blog posts, and other digital marketing channels.

Exposure. The goal is to expand the brand's visibility on the web, reaching potential customers and widening its reach.

Value Co-Creation. Online branding encourages active participation from consumers, allowing them to contribute to the brand's image and engage in interactive exchanges of opinions.

A virtual brand community (VBC) is an online community where consumers identify with a specific brand or group. In VBCs, members actively participate in value co-creation and engage in interactive discussions on online platforms. Here are some defining characteristics:

— Identity. VBC members feel a sense of belonging and identification with the brand.

— Value Co-Creation. Members contribute to the development of the brand image through their interactions.

— Online Platforms. VBCs exist across various digital platforms, allowing for real-time communication and engagement.

— Brand Image. VBCs play a crucial role in shaping and reinforcing the brand's image among its loyal followers.

In the context of the development of digital culture, the most acute issue is the ethical principles of interaction between a person, digital systems and technologies. It is ethics as a science that contributes to the social and economic progress of society, the establishment of the principles of humanism and justice in it. With the increase in the level of technology development, responsibility increases, which is also an ethical category.

In summary, online branding and virtual brand communities are essential in today's digital landscape. Building a strong online brand identity and fostering active engagement within virtual communities contribute to brand loyalty and long-term success.

Managing corporate reputation is crucial for any organization. Let's explore some key strategies and tips for effective corporate reputation management.

Create a Compelling Narrative. Craft a unique and authentic brand story that resonates with your audience. Share your brand's journey, values, and accomplishments. A compelling narrative helps connect emotionally with stakeholders.

Empower Your Team. Encourage employees to become brand advocates. They can promote your brand on social media and within their personal networks. Their genuine enthusiasm can positively impact your reputation.

Harness the Power of Data. Leverage data analytics to understand how your brand is perceived. Monitor sentiment, track online mentions, and identify emerging issues. Data-driven insights guide your reputation management efforts.

Active Feedback Loop. Create channels for feedback from customers, employees, and other stakeholders. Actively listen to their concerns and address them promptly. Transparent communication builds trust.

Strategic Content Development. Develop relevant and valuable content that aligns with your brand's values. Share thought leadership articles, case studies, and success stories. Consistent content reinforces your reputation.

Optimize Online Presence. Maintain an updated website, engage on social media platforms, and manage online reviews. A strong online presence contributes to a positive brand image.

Crisis Preparedness. Anticipate potential crises and have a well-defined crisis management plan. Swift and transparent communication during crises helps mitigate reputational damage.

Transparency and Ethics. Be transparent about your business practices, values, and decision-making processes. Uphold ethical standards consistently. Transparency fosters credibility and trust.

Remember, corporate reputation management is an ongoing process. By proactively shaping perceptions and addressing challenges, you can build and maintain a positive brand image.

Questions for self-control
1. Name the key elements for creating an effective strategy within IMC.
2. What is Media-neutral planning. Why Is Media-neutral planning Important? Name main Steps in Media-Neutral Planning?
3. Name the Duncan-Moriarty categories.
4. Which reasons can be resistance to IMC?
5. What is An incremental approach to Integrated Marketing Communication?
6. Describe the Business Model Canvas (BMC).
7. What is market segmentation?
8. Describe the 3Ps of marketing communication strategy.
9. Explain the DAGMAR model and its key elements.
10. Explain the SMART model.
11. Explain pre-testing methods in advertising.
12. Name the key strategies for effective corporate reputation management.

1.1.4. The tools of marketing communications

Let's explore the fascinating world of **advertising** and the powerful role of **emotion** within it.

The Role of Advertising. Advertising serves several critical functions in the business world. Here are its primary roles:

— Informative Function. Advertising creates awareness by informing consumers about new products, services, or ideas. It educates people about the attributes and benefits of both new and established offerings.

— Persuasive Function. Persuasive advertising aims to convince consumers that a particular brand's products or services are superior. It alters perceptions and enhances the image of a company or product. The goal is to influence consumers to take action, such as switching brands or trying a new product.

— Reminder Function. Reminder advertising reinforces the need for a product or service. It prompts consumers to make timely purchases by emphasizing features and benefits.

Emotion in Advertising. Emotions play a crucial role in effective advertising. Here's how brands leverage emotions to connect with their audience:

1. *Happy Emotions.* Brands want to be associated with smiling, laughing, and positive feelings. Happiness increases sharing and engagement. Positive posts are shared more than negative ones. Example: Android's heartwarming "Friends Furever" ad featuring unlikely animal friendships.

2. *Sad Emotions.* Not all advertising focuses on positivity. Sadness can evoke empathy and connection. Emotional articles and posts are shared more often. Example: Coca-Cola's "Taste the Feeling" campaign maintains a focus on happy images of people connecting.

3. *Surprise and Fear.* Surprise or fear can help consumers make informed decisions about real-life obstacles. Brands use surprise to capture attention and create memorable experiences.

4. *Anger and Disgust.* While less common, some brands intentionally evoke anger or disgust. These emotions can drive action or raise awareness about important issues.

In summary, emotional advertising resonates deeply with consumers. Whether it's happiness, sadness, surprise, or even anger, emotions form the foundation of decision-making. Brands that master emotional appeal create lasting connections with their audience.

Let's explore **the preliminary model of consumer reactions** to shock appeals. This model provides insights into how consumers respond to advertisements that intentionally provoke strong emotional reactions. Here are the key components of the model.

Antecedents. These are the factors that precede exposure to a shocking advertisement. Antecedents include individual characteristics (such as personality traits), situational factors, and prior experiences.

Shocking Stimuli. Shocking stimuli refer to the content of the advertisement itself. These stimuli evoke strong emotions, surprise, or even discomfort in viewers. Examples of shocking stimuli include graphic visuals, controversial themes, or unexpected twists.

Advertising Context as a Moderator. The context in which the advertisement is presented plays a crucial role. Social context (such as public service announcements) may be more tolerant of shock appeals than commercial context (such as product advertisements).

Consumer Emotional Responses. Emotional reactions are central to consumer responses. Shock appeals aim to evoke emotions such as fear, surprise, anger, or empathy. These emotional responses influence subsequent behavior.

Consumer Behavioral Responses. Behavioral responses include actions taken by consumers after exposure to the shocking advertisement. These responses may involve sharing the ad, discussing it with others, or changing purchasing behavior.

In summary, this model highlights the interplay between antecedents, shocking stimuli, context, emotional reactions, and subsequent behavior. Understanding these dynamics helps advertisers create impactful and memorable campaigns.

Let's explore **four advertising frameworks** that provide valuable insights and structures for creating effective ad campaigns.

AIDA Framework. The AIDA framework (Attention, Interest, Desire, Action) is a classic approach that focuses on capturing the attention of your audience, building interest in your product or service, creating a desire for it, and ultimately driving action. *Attention*: Grab the viewer's attention with a compelling headline or visual. *Interest*: Pique their interest by highlighting a problem or need. *Desire*: Create desire by showcasing the benefits and unique selling points. *Action*: Encourage action (such as making a purchase or signing up) through a clear call-to-action.

AIDCA Framework. An extension of AIDA, the AIDCA framework adds an extra step «conviction». After creating desire, build conviction by providing evidence (such as testimonials, case studies, or statistics) to reinforce the benefits.

PASTOR Framework. The PASTOR framework emphasizes storytelling and emotional appeal. *Problem*: Start by highlighting a problem or pain point. *Amplify*: Amplify the problem's impact to evoke emotions. *Solution*: Introduce your product or service as the solution. *Testimonials*: Share real-life success stories or testimonials. Offer: Present a compelling offer. *Response*: Encourage immediate action.

4Ps Marketing Mix Framework. While not exclusively for advertising, the 4Ps framework (Product, Price, Place, Promotion) is fundamental in marketing. Product: Define what you're selling and its unique features. Price: Determine the cost and pricing strategy. Place: Decide where and how the product will be distributed. Promotion: Develop advertising and promotional strategies.

Remember, each framework offers a different perspective, so choose the one that aligns best with your campaign goals and target audience.

Let's explore three advertising frameworks: **the alphabetical model, the FCB matrix, and the Rossiter–Percy grid.**

The Alphabetical Model of Advertising. The alphabetical model is a simple yet effective approach to understanding how consumers respond to advertising. It segments consumer reactions into three categories:

— Cognitive (Think). This aspect involves rational thinking, information processing, and logical evaluation.

— Affective (Feel). Emotions play a significant role in consumer responses. Emotional appeal can strongly influence decision-making.

— Behavioral (Do). Ultimately, advertising aims to drive action – whether it's making a purchase, signing up, or taking another desired step.

The FCB Matrix (Foote, Cone and Belding Model). The FCB matrix helps interpret consumer buying behavior and guides advertising strategy. It categorizes products based on two key factors. *Thinking vs. Feeling*: Some products require logical thinking (informational needs), while others evoke emotional responses

(transformational needs). *High vs. Low Involvement*: Consumers have varying levels of involvement in different buying decisions.

The FCB matrix results in four groups:

— Informative: High involvement, thinking-based decisions (e.g., choosing a bank).

— Affective: High involvement, feeling-based decisions (e.g., fashion or holidays).

— Habitual: Low involvement, analytical decisions (everyday essentials).

— Satisfaction: Low involvement, emotion-driven decisions (e.g., impulse purchases).

The Rossiter–Percy grid helps organize thinking about how customers engage with different product categories and what that means for advertising. It considers two key drivers:

— Type of Need: Some categories are driven by information (logical brain), while others aim to transform feelings (emotional brain).

— Level of Involvement: Consumers are more involved in certain buying decisions (e.g., life insurance) than in others (e.g., chewing gum).

The grid results in four quadrants, each guiding the style and quantity of sales copy:

1. Informative. High involvement, thinking-based decisions.
2. Affective. High involvement, feeling-based decisions.
3. Habitual. Low involvement, analytical decisions.
4. Satisfaction. Low involvement, emotion-driven decisions.

In summary, these frameworks provide valuable insights for crafting effective advertising strategies. Whether you're appealing to rational thinking or evoking emotions, understanding consumer behavior is key.

Let's explore **user-generated content (UGC), the concept of message framing, and the associated factors**.

User-generated content (UGC) refers to original content created by social media users and published on various platforms. It includes a wide range of formats such as images, videos, product reviews, testimonials, and even podcasts. UGC is valuable because it is authentic, brand-specific, and created by real-life customers. Here are some common types of UGC:

— Reviews and Testimonials. Positive ratings and reviews serve as social proof and can be shared across websites and social media. Brands often turn testimonials into graphics for social media sharing.

— Photos. Customers share images of themselves using a product or showcasing their results. Hashtags make it easy for brands to find and reshare these photos.

— Videos. Social media and YouTube videos can also be powerful forms of UGC. YouTubers often create "product hauls" featuring multiple brands in a single video.

Message framing is a communication strategy that shapes how an audience receives messages. While the information remains similar, different framing techniques evoke varying responses from buyers. Here are some framing types.

Insisting. Repeated declarations emphasize that a product or idea is essential. Words like "must" or "need" convey urgency and demand attention.

Social. Social framing suggests that others (peers, loved ones) are doing something. It promotes the idea that using a product leads to increased social acceptance.

Logical. Logical framing presents facts and evidence. Positive statistics or logical benefits appeal to rational thinking.

Emotional. Emotional framing evokes feelings and connections. It can be positive (happiness, nostalgia) or negative (fear, urgency).

Factors Associated with Message Framing. Several factors influence the effectiveness of message framing.

Audience Characteristics. Consider the demographics, preferences, and emotional triggers of your target audience. Tailor framing based on what resonates with them.

Context and Channel. The context (social media, website, email) affects how framing is perceived. Choose the right channel for your message.

Product Type. Some products benefit from logical framing (features, benefits), while others thrive on emotional framing (lifestyle, aspiration).

Cultural Norms. Cultural differences impact how framing is interpreted. Be aware of cultural nuances when crafting messages.

In summary, understanding UGC and mastering message framing allows marketers to create compelling content that resonates with their audience.

Let's delve into **the Message Framing for Brand Communication (MFBC)** model, which integrates theories of self-construal, prospect, involvement, and knowledge structure. This model provides insights into how message framing impacts consumer responses in the context of brand communication.

The MFBC model aims to understand how different types of message framing influence consumer attitudes and behaviors related to brands. Here are the key components.

Self-construal element refers to how individuals perceive themselves in relation to others. The MFBC model considers whether consumers have an independent (individualistic) or interdependent (collectivistic) self-construal. This influences how they respond to framed messages.

Consumer involvement element reflects the level of interest, relevance, and personal investment in a product or brand. High involvement element means consumers are deeply engaged, while low involvement indicates a more passive response.

The MFBC model examines how framing interacts with involvement. Consumers vary in their knowledge about a specific product or category. The model considers whether consumers have high or low product knowledge. Knowledge affects how framing impacts attitudes and intentions. The MFBC model predicts that different combinations of self-construal, involvement, and product knowledge will lead to

varying responses to message framing. It explores how framing (positive vs. negative) influences advertising attitude, brand attitude, and purchase intention.

In summary, the MFBC model provides a comprehensive framework for understanding how message framing interacts with individual characteristics to shape consumer perceptions and behaviors in brand communication. By considering self-construal, involvement, and product knowledge, brand communicators can tailor their framing strategies effectively

Let's explore **the principles, techniques, and the role of sales promotion** in marketing.

Sales promotion refers to temporary marketing strategies or campaigns designed to increase interest, demand, and sales for a product or service. Here are some key points about sales promotion:

— Boost sales by creating demand among both consumers and trade partners.

— Complements advertising and personal selling efforts.

— Improves the performance of middlemen (distributors, retailers).

Types of Sales Promotion Techniques:

1. Discount Offers. Direct price reductions to incentivize immediate purchases.

2. Product Bundles. Offering a collection of products at a discounted rate.

3. Flash Sales. Extremely short-term sales with deep discounts.

4. Free Trials/Demos. Allowing customers to try a product before buying.

5. Free Shipping/Transfers. Reducing cart abandonment by eliminating shipping costs.

Importance of Sales Promotion:

— Short-Term Revenue Boost. Sales promotions provide immediate revenue spikes.

— Customer Base Growth. Free trials and demos attract new customers.

— Urgency and Action. Create a sense of urgency and encourage immediate action.

— Supplement to Advertising. Reinforce advertising efforts and drive sales.

In summary, sales promotion plays a vital role in achieving short-term sales goals, engaging customers, and enhancing overall marketing efforts.

Let's explore some key aspects related to **loyalty and retention programs**, **the concept of the brand emotional loyalty pyramid, and five notable loyalty trends**.

Loyalty and Retention Programs. Loyalty programs are strategic initiatives designed to encourage repeat business and foster long-term relationships with customers. These programs typically offer rewards, discounts, or special perks to incentivize customer loyalty. Successful loyalty programs go beyond transactional benefits and aim to create emotional connections with the brand.

The Brand Emotional Loyalty Pyramid illustrates the different levels of consumer loyalty based on emotional attachment to a brand.

The pyramid consists of several levels.

— No Presence. Consumers have minimal awareness or understanding of the brand, resulting in no emotional loyalty.

— Presence. Consumers are aware of the brand but have minimal emotional attachment.

— Relevance and Performance. Emotional loyalty begins to develop as consumers find the brand relevant and satisfactory.

— Advantage. Consumers actively prefer the brand due to its unique benefits and emotional resonance.

— Bonding. At the pinnacle, consumers have a strong emotional bond with the brand, leading to unwavering loyalty and advocacy.

Five Loyalty Trends.

1. *Differentiation Will Be Critical.* Many loyalty programs feel similar to consumers. Brands must differentiate by offering unique and valuable benefits. Combine transactional and experiential rewards for stronger emotional connections.

2. *Subscription Loyalty.* Subscription-based loyalty programs are gaining popularity. Brands engage their best customers through subscription models. Customers pay for exclusive access, personalized experiences, and ongoing value.

3. *Predictive Analytics.* Advances in predictive analytics enhance proactive retention strategies. Brands can anticipate customer behavior and tailor loyalty efforts accordingly.

4. *Environmental, Social, and Governance (ESG) Based Loyalty.* Consumers increasingly value brands aligned with social responsibility. Loyalty programs that incorporate ESG initiatives resonate with conscious consumers.

5. *Informal Loyalty.* Beyond structured programs, informal loyalty emerges. Brands build loyalty through authentic interactions, personalized service, and genuine care for customers.

In summary, understanding emotional loyalty, staying ahead of trends, and offering unique benefits are essential for successful loyalty programs.

Let's explore **the characteristics of public relations (PR)** and delve into **the concept of corporate public relations (CPR)**.

Characteristics of Public Relations. Public relations encompasses various activities aimed at building and maintaining positive relationships between an organization and its stakeholders. Here are some key characteristics:

— *Two-Way Communication.* PR involves active interaction with various audiences, including customers, employees, investors, media, and the general public. It's not just about disseminating information but also listening and responding to feedback.

— *Building and Managing Reputation.* PR professionals work to create a favorable public image for the organization. Reputation management involves monitoring public perception and addressing any negative issues promptly.

— *Transparency and Honesty.* Successful PR relies on transparent communication. Being honest, ethical, and forthright builds trust with stakeholders.

— *Media Relations.* PR professionals maintain relationships with journalists and media outlets. Effective media relations ensure accurate and positive coverage of the organization.

— *Crisis Management.* PR plays a crucial role during crises. Handling negative events, addressing misinformation, and minimizing reputational damage are essential.

Corporate Public Relations (CPR) specifically focuses on managing and maintaining a positive image and reputation for a company or organization. Here are key points about CPR.

Stakeholder Communication. CPR involves communicating with various stakeholders, including customers, employees, investors, and the media. The goal is to build trust and credibility through transparent and effective communication.

Reputation Management. CPR plays a vital role in reputation management. Monitoring the company's public image and addressing negative perceptions are essential tasks.

Media Relations. Building and maintaining relationships with journalists and media outlets ensure accurate and favorable coverage. CPR professionals provide relevant information and respond to media inquiries.

Brand Messaging. CPR shapes brand messaging through key messages. These messages communicate the company's values, mission, and unique selling points.

In summary, public relations, including corporate PR, is essential for maintaining positive relationships, managing reputation, and effectively communicating with stakeholders.

Let's delve into **Marketing Public Relations (MPR)** and explore some of the **models of public relations**.

Marketing Public Relations (MPR) is a concept that emerged from the ongoing debate about the boundaries between public relations and marketing. It seeks to integrate both fields for the benefit of organizations. The debate often centers around whether MPR is merely about product publicity or if it can achieve more. MPR goes beyond product advertising efforts; it plays a crucial role in establishing long-term customer relationships and building trust.

Let's briefly explore *four key models of public relations*.

The Press Agent/Publicity Model. In this model, PR professionals act as press agents, focusing on creating favorable publicity for their clients or organizations.

Public Information Model. Here, the goal is to disseminate accurate and objective information to the public. It emphasizes transparency and factual communication.

The Two-Way Asymmetrical Model. This model involves two-way communication but with an imbalance. PR practitioners gather feedback from the audience but primarily use it to persuade or manipulate opinions.

The Two-Way Symmetrical Model. In contrast to the asymmetrical model, this approach aims for balanced communication. PR professionals engage in genuine dialogue, seeking mutual understanding and adjusting strategies based on feedback.

Remember that effective public relations involves a combination of these models, adapted to the specific needs of each organization.

Let's explore **the concept of crisis management** and discuss **the twin models** associated with it.

Crisis management involves reacting to negative events during and after they have occurred. It's a crucial aspect of risk management, where organizations prepare for and

handle unforeseen or low-probability events that can significantly impact their operations. A crisis can be an unpredictable event with unclear causes, consequences, and solutions. Stakeholders must act swiftly, even when faced with uncertainty.

Now, let's delve into *the twin models of crisis management*. Crisis management models provide a conceptual framework for handling crises. They guide organizations in preparing for, preventing, coping with, and recovering from crises. Here are the different approaches along the crisis management maturity model, from most advanced to least advanced:

— *Pre-emptive Crisis Management*. This approach aims to prevent or resolve a crisis at its earliest sign. Organizations proactively identify potential threats and take action before the crisis escalates.

— *Proactive Crisis Management*. In this approach, organizations take initiative early in the crisis. They shape how events unfold by implementing strategic measures.

— *Responsive Crisis Management*. When there is little warning of a crisis, thoughtful and quick analysis can lead to effective action. Organizations consider both short-term and long-term consequences.

— *Reactive Crisis Management*. Often driven by panic or knee-jerk reactions, this approach lacks objective thinking. Fear plays a significant role, and the company faces crises defensively. Post-crisis, the business may encounter problems, high turnover of senior leaders, or even failure.

Remember that choosing the right crisis management model depends on the specific context, organization, and type of crisis.

Internet communication is a method of transmitting information that is carried out through Internet channels using standard protocols for the exchange and presentation of information. Through the Internet, information can be transmitted in a variety of ways: through voice messages, video messages, documents of various types, instant messaging, sending various files, and others.

Cyberattacks come in various forms, each with its own characteristics and impact. Let's explore some of the most common types:

1. Malware, short for malicious software, encompasses various subsets such as ransomware, trojans, spyware, viruses, worms, keyloggers, bots, and cryptojacking.

2. Ransomware. Adversaries encrypt a victim's data and demand payment for the decryption key.

3. Fileless Malware. Utilizes native, legitimate tools within a system to execute attacks without installing additional code.

4. Spyware. Collects information about a user's web activity without their knowledge.

5. Adware. Watches online activity to determine which ads to display, impacting device performance.

6. Trojan. Appears as legitimate software but hides malicious intent.

7. Worms. Self-replicating programs that spread to other computers1.

8. Denial-of-Service (DoS) Attacks. Blocks access to key components of a network, rendering it inoperable.

9.   Phishing. Cybercriminals trick users into revealing sensitive information by posing as legitimate entities.

10.   Spoofing. Fakes the source of communication to deceive recipients.

11.   Identity-Based Attacks. Target user identities, credentials, or authentication mechanisms.

12.   Code Injection Attacks. Exploit vulnerabilities to inject malicious code into applications or systems.

13.   Supply Chain Attacks. Target third-party vendors or partners to compromise the main organization.

14.   Insider Threats. Attacks from within an organization, often by disgruntled employees or contractors.

15.   DNS Tunneling. Abuses DNS protocols to bypass security controls.

16.   IoT-Based Attacks. Exploits vulnerabilities in Internet of Things (IoT) devices.

Remember that staying informed about these threats and implementing robust security measures is crucial for safeguarding against cyberattacks.

Let's delve into **the theoretical aspects of sponsorship** and explore its various dimensions, relationship capabilities, and different types.

Sponsorship has evolved significantly over the years. It is no longer limited to a narrow set of activities but has become a popular medium of corporate communication. However, academic research interest in sponsorship remains relatively scarce, especially when compared to the paradigm shift toward more relationally oriented approaches in marketing. To enhance our understanding of sponsorship, we can adopt an interaction/network perspective. Instead of merely measuring mass-communicative effects on audiences, this approach focuses on understanding the development of sponsorship relationships and networks; exploring interpersonal communication processes between the sponsoring parties. In summary, viewing sponsorship through the lens of relationships and networks provides a richer context for research and analysis.

Types of Sponsorship:

1.   *Sports Sponsorship.* Companies associate their brand with sports events, teams, or athletes. This type of sponsorship aims to enhance brand visibility and create positive associations.

2.   *Arts and Culture Sponsorship.* Organizations sponsor cultural events, museums, art exhibitions, or artists. It allows brands to align themselves with creativity and cultural expression.

3.   *Cause-Related Sponsorship.* Brands support social or environmental causes. By doing so, they demonstrate their commitment to making a positive impact.

4.   *Media Sponsorship.* Companies sponsor TV shows, radio programs, or online content. It helps them reach specific target audiences.

5.   *Event Sponsorship.* Brands sponsor conferences, trade shows, or industry events. It provides exposure and networking opportunities.

6.   *Celebrity Sponsorship.* Brands collaborate with celebrities to endorse their products or services. The celebrity's image influences consumer perceptions.

Successful sponsorship relationships require certain capabilities.

— Alignment. The sponsor and sponsored entity should share common values and goals.

— Activation. Effective activation strategies are essential to maximize the impact of sponsorship.

— Measurement. Regularly assessing the sponsorship's effectiveness ensures alignment with objectives.

— Adaptability. Sponsors must adapt to changing circumstances and evolving relationships.

— Leverage. Sponsors should leverage their association with the sponsored entity to create value.

— Trust and Commitment. Building trust and maintaining commitment are crucial for long-term relationships.

Remember that sponsorship is not just about financial transactions; it's about building meaningful connections and leveraging those relationships strategically.

Let's explore the fascinating world of **direct marketing** and delve into its various aspects.

Direct marketing involves presenting information about a product or business directly to an individual customer without relying on mass distribution channels. Unlike traditional advertising (such as TV ads), direct marketing aims to create a personalized one-on-one conversation between a brand and a potential customer. Here are some key points about direct marketing.

Channels Used in Direct Marketing:

— Email. Marketers use email campaigns to send promotional messages, announcements, and newsletters to current or potential customers. These communications often include special offers, promo codes, or relevant information1.

— Social Media. Platforms like TikTok, Facebook, and Instagram are leveraged for social media marketing. Brands can directly engage with audiences through posts, messages, and targeted ads.

— Telemarketing. Direct communication via phone calls to reach potential customers.

— In-Person Meetings. Face-to-face interactions, such as sales representatives meeting with clients or customers at their homes or workplaces.

Types of Direct Marketing:

1. Email Marketing. Marketers use email campaigns to reach their audience directly. These emails can contain promotional content, announcements, newsletters, and personalized offers. Example: A clothing brand sends an email with a discount code to encourage online shopping.

2. Social Media Marketing. Brands utilize platforms like TikTok, Facebook, and Instagram to engage with their audience. Social media posts, stories, and targeted ads allow direct communication. Example: A cosmetics company runs an Instagram ad showcasing their new lipstick collection.

3. Direct Mail. Physical mailings, such as catalogs, flyers, and postcards, are sent directly to potential customers' mailboxes. Example: A furniture store sends out a glossy catalog featuring their latest designs.

4. Telemarketing. Sales representatives make phone calls to potential customers to promote products or services. Example: A telecom company calls existing customers to offer an upgraded internet package.

5. Door-to-Door Visits. Salespeople visit homes or businesses to present products or services directly. Example: A solar panel company sends representatives to explain the benefits of solar energy to homeowners.

6. Personalized Newsletters. Regularly distributed emails that provide updates, information, and entertainment. Example: A running club sends a newsletter with tips for improving speed and includes a coupon for discounts on new sneakers.

The Three Forces for Direct Marketing:

— Personalization. Each instance of direct marketing should feel personalized, whether it reaches millions of people. Techniques like mentioning the recipient's name or referencing recent actions create a one-on-one connection.

— Call to Action (CTA). Direct marketing aims to persuade prospects to take specific actions. These actions could include visiting a website, making a phone call, requesting a quote, or making a purchase.

— Measurability. Unlike mass media advertising, the effectiveness of direct marketing is easier to measure. Marketers can track responses, conversions, and ROI more accurately.

Remember, direct marketing is all about building meaningful connections with individual customers.

Let's explore the concept of **multichannel selling** and understand how it impacts businesses and consumers.

Multichannel selling refers to a strategic approach where businesses offer their products or services through multiple sales channels simultaneously. These channels can include both online and offline platforms. The goal is to provide customers with a seamless shopping experience across various touchpoints, allowing them to choose the most convenient way to interact with the brand.

Online Channels:

— E-Commerce Websites: Businesses set up their own online stores (e.g., Shopify, WooCommerce) where customers can browse and purchase products.

— Marketplaces: Brands sell their products on third-party platforms like Amazon, eBay, or Alibaba.

— Social Media: Brands leverage platforms like Instagram, Facebook, and Pinterest for direct sales or to drive traffic to their online stores.

— Mobile Apps: Companies develop mobile apps for customers to shop conveniently from their smartphones.

Offline Channels:

— Physical Stores: Traditional brick-and-mortar stores remain an essential channel for many businesses. Customers can visit these stores to see, touch, and try products before making a purchase.

— Pop-Up Shops: Temporary physical locations set up for specific events or seasons.

— Catalogs and Direct Mail: Some businesses still use printed catalogs or mailings to reach customers.

Benefits of Multichannel Selling:

1. Expanded Reach: By being present on multiple channels, businesses can reach a broader audience.

2. Customer Convenience: Customers can choose their preferred channel for shopping, whether online or offline.

3. Brand Consistency: Maintaining a consistent brand image across channels builds trust.

4. Diversification: Relying on a single channel can be risky; multichannel strategies spread that risk.

5. Data Insights: Collecting data from various channels helps businesses understand customer behavior and preferences.

Challenges of Multichannel Selling:

1. Integration Complexity: Managing inventory, pricing, and customer data across channels can be challenging.

2. Consistent Experience: Ensuring a seamless experience across channels requires effort.

3. Channel Conflict: Sometimes channels compete with each other, leading to conflicts.

4. Resource Allocation: Allocating resources effectively to each channel is crucial.

Three Forces Shaping Multichannel Selling.

— *Technology Advancements.* E-commerce platforms, mobile apps, and payment gateways have transformed the way businesses sell. AI-driven personalization and recommendation engines enhance the customer experience.

— *Changing Consumer Behavior.* Consumers expect convenience, flexibility, and personalized interactions. They switch between online and offline channels seamlessly.

— *Competitive Landscape.* Competitors are adopting multichannel strategies to stay relevant. Brands that adapt quickly gain a competitive edge.

Remember, successful multichannel selling requires a well-thought-out strategy, seamless integration, and a customer-centric approach.

Let's explore the world of **personal selling** and delve into its various aspects, including types, tasks, strengths, and weaknesses.

Personal selling is a personalized sales method that involves direct communication between a sales representative and prospective customers. Unlike mass advertising, personal selling aims to influence the customer's purchase decision through individual-to-individual interaction. Here are some key features of personal selling.

Human Contact. Personal selling occurs when the seller interacts directly with the prospective customer, engaging in face-to-face communication. The salesperson tailors their approach based on the customer's needs, wants, and expectations.

Relationship Development. Personal selling focuses on building relationships between the seller and the buyer. Trust is established, leading to long-lasting connections and repeat business.

Customized Approach. Salespeople understand customer preferences and develop personalized connections. They communicate the value of the offering in a way that persuades the customer to buy.

Immediate Feedback. After delivering the company's promotional message, salespeople receive immediate feedback. Experienced sales professionals can gauge customer interest during face-to-face interactions.

Types of Personal Selling:

— Order Takers. These salespeople handle customer requests and queries. Customers approach them directly, seeking information or placing orders.

— Order Creators. Order creators actively engage with potential customers. They identify needs, educate customers, and create interest in the product or service.

— Order Getters. Order getters are proactive in generating sales. They seek out new customers, negotiate deals, and close sales.

The process of personal selling involves several tasks:

— Prospecting. Identifying potential customers who may be interested in the product or service.

— Pre-Approach. Gathering information about the prospect before the actual sales presentation.

— Needs Assessment. Understanding the customer's needs, preferences, and pain points.

— Negotiation. Discussing terms, pricing, and addressing objections.

— Closing. Encouraging the customer to make the purchase decision.

— After-Sales Service. Providing support and maintaining the customer relationship.

Strengths of Personal Selling.

Better Image. Sales staff can clarify the company's messages and represent a positive image. Well-detailed explanations improve sales and revenue.

Reward. Personal selling rewards the company's image, salespeople, and customers. It helps achieve sales targets and maintain market share.

Customer Confidence. Effective communication builds customer confidence. Salespeople address misunderstandings, objections, and doubts.

Flexibility. Properly trained salespeople can adjust marketing messages for different customers.

Individual Service. Personalized assistance increases customer satisfaction.

Quick Feedback. Immediate feedback helps salespeople gauge customer interest.

Weaknesses of Personal Selling. Personal selling is resource-intensive and can be expensive. High capital costs and labor requirements are associated with maintaining a large sales force. Remember that personal selling can be highly effective when executed well, but it also requires investment and skilled professionals.

Let's explore **the characteristics of exhibitions and trade shows**. While both terms refer to events where people gather to network and learn about new products or services, there are some distinctions between them.

Trade Shows. Trade shows are more narrowly focused on a specific niche industry or field. They cater to professionals within that industry. Attendees at trade shows include industry experts, buyers, suppliers, and other stakeholders. Trade shows serve as platforms for companies to showcase their latest products, innovations, and technologies. These events can be quite large, with numerous exhibitors and attendees. Examples: Industry-specific trade shows include events like the Electronics Design Show or CERAWeek.

Exhibitions. General Image Building: Exhibitions are broader in scope and focus on building the overall image of a company or brand. They attract a diverse audience, including both industry professionals and the general public. Exhibitions feature product demonstrations, art displays, and interactive exhibits. They aim to create brand awareness and engage with a wide range of visitors. Exhibitions can vary in size, from small local events to large international showcases. Examples: Art exhibitions, technology expos, and cultural showcases fall under this category.

In summary, while both exhibitions and trade shows serve as valuable platforms for networking and learning, trade shows are industry-specific and geared toward professionals, whereas exhibitions have a broader focus and aim to create a positive brand image for companies. So whether you're attending a trade show or an exhibition, you'll have the opportunity to explore exciting innovations and connect with like-minded individuals!

Product placement, also known as embedded marketing, is a marketing technique where references to specific brands or products are incorporated into another work, such as a film or television program, with specific promotional intent. Let's explore this intriguing concept further:

Product placement has a long history. In Jules Verne's adventure novel Around the World in Eighty Days (1873), transport and shipping companies lobbied to be mentioned in the story due to Verne's fame.

Édouard Manet's painting A Bar at the Folies-Bergère (1881–1882) features distinctive Bass beer bottles placed at the bar. The inclusion of branded products in art remains a mystery, but it adds to the work's authenticity.

Product placement involves seamlessly integrating brand references or actual products into a work (e.g., movies, TV shows, music videos, books, illustrations, paintings). Unlike incidental references, product placement is deliberate and occurs in exchange for compensation. Commonly placed products include automobiles, consumer electronics, and other recognizable items. Product placement has grown on TV, especially to combat digital video recorders that skip traditional commercials. Vertically integrated companies may use placements to promote their other divisions.

Benefits of Product Placement:
— Image Enhancement: Brands gain positive exposure and authenticity.
— Rewarding: Effective placements lead to increased sales and revenue.
— Customer Confidence: Trust builds through personalized interactions.

Challenges of Product Placement:

— Expense: Product placement can be resource-intensive.

— Integration Complexity: Managing placements across media requires effort.

In summary, product placement blurs the line between entertainment and advertising, creating a unique way for brands to connect with audiences. Whether it's James Bond driving a Rolls-Royce or a character sipping a recognizable soda, these subtle nods shape our perceptions and influence our choices.

Let's dive into the world of **banner advertising** and explore how it works, its benefits, and some design tips.

Banner advertising refers to the display of promotional messages on websites in the form of rectangular graphics known as banner ads. These ads typically contain a combination of text, images, and sometimes even animation or video. You've likely encountered them countless times while surfing the web or using apps—they're those rectangular or square-shaped ads that pop up at the top, bottom, or sides of your screen.

Imagine you're a content-rich website with a substantial audience. You provide valuable content but struggle to monetize your efforts fully. Good news! Your website is prime advertising real estate. By joining forces with a display network, you can turn this opportunity into revenue. Display networks connect publishers (like you) with advertisers. By adding a provided script to your website, you automatically display a stream of ads—no extra effort required on your part.

Advertisers create visually appealing banner ads that link back to their websites. These ads appear as bars at the top or sides of webpages, enticing visitors to click and explore the advertised products or services. Banner ads serve as a win-win bridge between publishers and advertisers, benefiting both parties.

Benefits of Banner Advertising:

— Increased Brand Awareness. Banner ads put your brand in front of a wide audience, boosting recognition. Consistent exposure helps reinforce your brand image.

— Website Traffic Generation. Click-throughs from banner ads drive visitors directly to your website. Increased traffic can lead to more conversions.

— Lead Generation and Conversions. Well-designed banners encourage users to take action (e.g., sign up, make a purchase). They play a crucial role in generating leads and driving conversions.

Design Tips for Effective Banner Ads:

— Clarity and Simplicity. Keep the message concise and easy to understand. Use clear fonts and avoid clutter.

— Eye-Catching Visuals. Use high-quality images or graphics. Choose colors that stand out without overwhelming.

— Call to Action (CTA). Include a compelling CTA (e.g., "Shop Now," "Learn More," "Get Started"). Make it visually prominent.

— Responsive Design. Ensure your banner looks good on various devices (desktop, mobile, tablet).

— Placement Matters. Position your banner strategically (top, side, or within content). Consider user behavior and readability.

Remember, effective banner advertising combines creativity, strategy, and user-centric design.

Questions for self-control
1. Explain the Role of Advertising in IMC.
2. What is the preliminary model of consumer reactions?
3. Name four advertising frameworks and characterize it.
4. Give explanation about the essence of the alphabetical model, the FCB matrix, and the Rossiter–Percy grid.
5. What is user-generated content (UGC)?
6. What is message Framing for Brand Communication (MFBC)?
7. Introduce the principles, techniques, and the role of sales promotion in marketing.
8. Explain key aspects related to loyalty and retention programs.
9. Give the characteristics of public relations (PR).
10. What is Marketing Public Relations (MPR)?
11. Describe the concept of crisis management and discuss the twin models associated with it.
12. Name the most common types of Cyberattacks.
13. What are the theoretical aspects of sponsorship?
14. What is direct marketing?
15. What is multichannel selling?
16. What is personal selling?
17. What is product placement?

1.1.5. Traditional and digital media as a part of marketing communications

Let's explore **the different types of media (print media, broadcast media, outdoor media, in-store media, ambient media, integrated media)**.

Print media includes newspapers, magazines, books, newsletters, journals, and other materials that are physically printed. Print media allows for indefinite exposure since readers can revisit content multiple times. Magazines cater to specific demographics, while newspapers provide a way to reach local communities. Ads can be placed quickly in newspapers, and both print media offer full-color options and various ad sizes. Longer copy in print ads allows for more detailed information about products or services.

Broadcast media primarily consists of television (TV) and radio. TV and radio ads are brief (15, 30, or 60 seconds), and the message disappears after airing. Success depends on viewers' subconscious retention of images and sounds.TV and radio provide visual and auditory elements, creating emotional appeals. TV reaches a national audience, while radio is effective for local markets.

Outdoor media includes billboards, transit ads, posters, and other advertising displayed in public spaces. Outdoor ads are visible to pedestrians, commuters, and

drivers. Advertisers can choose specific locations for maximum impact. Due to space constraints, outdoor ads convey concise messages.

In-store media refers to advertising within retail environments. In-store displays, shelf talkers, aisle banners, and digital screens influence purchasing decisions while customers are shopping.

Ambient media refers to novel media environments embedded in natural spaces where people go about their daily activities. Ambient media becomes part of the living space, altering daily experiences. Examples: Digital displays in public transport, interactive installations, and augmented reality experiences.

Integrated media involves combining various channels (print, digital, social, etc.) to create a cohesive marketing strategy. The main purpose to reach audiences across multiple touchpoints and reinforce brand messaging.

Remember that each type of media serves different purposes and has unique advantages. Whether you're reading a magazine, watching TV, or encountering an outdoor billboard, media surrounds us and influences our perceptions every day.

Modern digital media, according to researchers, includes various elements, including: a personal computer and its modifications in the form of mobile devices; the World Wide Web Internet; artificial intelligence technologies; immersion virtual reality environments (including 3D); video games and multimedia systems; computer graphics and visualization (CGI) tools; digital formats of traditional means of communication (books, photographs, audio and video recordings, digital TV); modern technological art and others.

«Cyberspace is a concerted hallucination experienced every day by billions of conventional operators around the world. It is a graphical representation of data banks stored in a worldwide network of computers connected to each person's brain. Unimaginable complexity. Lines of light lined up in the space of the brain, clusters and constellations of data».

Let's explore some **key forms of digital media.**

Video content plays a significant role in the digital media landscape. From streaming movies to short videos on platforms like Instagram and TikTok, video engages audiences visually and emotionally.

Audio media has become more accessible than ever due to the streaming revolution. It includes podcasts, music streaming services, audiobooks, and even voice assistants like Siri or Alexa.

While it might seem old-school, *text* remains a critical way to communicate digitally. Whether it's articles, blog posts, or social media updates, text-based content is everywhere.

Digital images and graphics are essential for conveying information, creating visual appeal, and enhancing user experience. Think of photos on Instagram, infographics, and memes.

Mixed media combines various elements, such as video, audio, text, and images, to create engaging and interactive content. Examples include multimedia presentations, interactive websites, and e-learning modules.

Remember that digital media continues to evolve, and these forms intersect and blend in innovative ways. Whether you're watching a YouTube video, listening to a podcast, or reading an article online, digital media surrounds us.

Let's delve into **the different types of information systems** and their classifications. Information systems play a crucial role in organizations by gathering, processing, storing, and disseminating information. Here are the primary types of information systems:

Transaction Processing System (TPS).

— Purpose: TPS supports daily operational activities by handling business transactions such as deposits, withdrawals, shipping, billing, order entry, and more.

— Level: Operational level.

— Example: When you deposit money at a bank, the TPS records the transaction1.

— Office Automation System (OAS):

— Components: OAS includes computers, communication technology, and personnel responsible for official tasks.

— Level: Knowledge level.

— Application: OAS streamlines administrative tasks like document creation, email communication, and scheduling.

Knowledge Work System (KWS).

— Purpose: KWS assists knowledge workers (e.g., researchers, analysts) in creating, organizing, and accessing information.

— Level: Knowledge level.

— Example: A scientist using specialized software to analyze research data1.

— Management Information System (MIS):

— Function: MIS provides managers with summarized reports and data for decision-making.

— Level: Management level.

— Application: Managers use MIS to monitor performance, track sales, inventory, and financial data1.

Decision Support System (DSS).

— Role: DSS assists managers in making strategic decisions by analyzing data and providing insights.

— Level: Management level.

— Example: A financial manager using DSS to evaluate investment options1.

— Executive Support System (ESS):

— Purpose: ESS aids top executives in strategic planning and decision-making.

— Level: Strategic level.

— Application: Executives use ESS for long-term planning, setting organizational goals, and assessing market trends.

Now, let's explore the classification of information systems based on functional areas and management levels:

1. Human Resource Systems. Used for employee recruitment, compensation, and workforce planning.
2. Financial Systems. Handle financial transactions, budgeting, and financial analysis.
3. Marketing Systems. Support marketing campaigns, customer relationship management, and sales analysis.
4. Supply Chain Systems. Manage inventory, procurement, and logistics.
5. Production Systems. Control manufacturing processes and production planning.

Remember that these information systems work together to enhance organizational efficiency and decision-making. Whether you're using a simple spreadsheet or a sophisticated executive dashboard, information systems are integral to modern business operations.

Let's explore **the 7Cs framework** for analyzing customer interfaces, along with the additional insights provided by Lewis. This framework helps us understand and design effective interfaces for various contexts, including e-commerce and mobile commerce (m-commerce).

Context refers to the environment in which the customer interacts with the interface. It includes factors like location, time, and user situation. Understanding context helps tailor the interface to meet specific user needs. For m-commerce, mobile settings (where users access the Internet) play a crucial role.

Content encompasses the information presented to users. It includes text, images, videos, and other media. High-quality content engages users and influences their decisions. In m-commerce, content should be optimized for mobile devices.

Community refers to the social aspect of the interface. It involves interactions with other users, reviews, ratings, and social features. Building a sense of community fosters trust and encourages user participation. For m-commerce, consider mobile-specific social features.

Customization allows users to personalize their experience. It includes preferences, settings, and personalized recommendations. Personalization enhances user satisfaction and loyalty. In m-commerce, consider mobile device constraints for customization options.

Communication involves how users interact with the system. It includes feedback, notifications, and support channels. Effective communication ensures users understand the interface and receive timely information. For m-commerce, consider mobile-friendly communication channels.

Connection refers to the link between the user and the interface. It includes navigation, ease of use, and seamless transitions. Smooth connections enhance user experience. In m-commerce, optimize navigation for smaller screens and touch interactions.

Commerce focuses on transactions and conversions. It includes purchasing, payments, and order processing. A seamless commerce process is essential for

successful e-commerce and m-commerce. Mobile payment options are crucial for m-commerce.

Additionally, *Lewis identified two new elements specific to m-commerce*:

— *Mobile setting* refers to where users access the mobile Internet (e.g., on the go, at home, in a café). Designing for different mobile settings ensures usability across diverse contexts.

— Mobile Device Constraints. These constraints relate to the limitations of mobile devices (e.g., screen size, processing power, battery life). Interfaces must adapt to these constraints to provide a smooth experience for users.

In summary, the 2M's (Mobile Setting and Mobile Device Constraints) combined with the 7Cs form a comprehensive framework for designing effective m-commerce interfaces. As the mobile Internet continues to grow, understanding these elements becomes crucial for successful customer interactions.

Let's explore **the key differences between traditional media and digital media**. *Distribution and Access.*

— Traditional Media. Distributed and accessed through channels like television, radio, or print. Operates on a schedule (e.g., daily newspapers, weekly magazines).

— Digital Media (New Media). Distributed and accessed through digital channels, such as social media platforms, news websites, and apps. Web-based content allows global reach without time constraints.

Content Format.

— Traditional Media. Includes physical formats like newspapers, magazines, and broadcast media (TV and radio). Often involves tangible materials.

— Digital Media. Primarily digital formats, such as web articles, videos, podcasts, and social media posts. Intangible and accessible via electronic devices.

Interactivity.

— Traditional Media. Limited interactivity; passive consumption by the audience. Viewers or readers have minimal control over content.

— Digital Media. Highly interactive; users can engage, comment, share, and participate. Allows personalized experiences and user-generated content.

Cost and Accessibility.

— Traditional Media. Often expensive (e.g., TV ad slots, print space). Limited accessibility for small businesses.

— Digital Media. Cost-effective (e.g., social media ads, email campaigns). Widely accessible, even for startups and individuals.

Measurement and Analytics.

— Traditional Media. Difficult to measure precise impact (e.g., TV ratings, circulation numbers). Limited data on audience behavior.

— Digital Media. Detailed analytics available (e.g., website traffic, click-through rates). Real-time tracking and insights for targeted marketing.

Adaptability and Flexibility.

— Traditional Media. Fixed content once published (e.g., printed ads). Less adaptable to changes.

—   Digital Media. Dynamic content that can be updated instantly. Allows A/B testing and rapid adjustments.

In summary, while traditional media has its historical significance, digital media offers greater interactivity, cost-effectiveness, and measurable impact. Businesses today often combine both approaches to maximize their marketing strategies.

Let's explore **different forms of interactive online advertising**.

Banner ads are rectangular or square display advertisements placed on websites. They typically appear at the top, bottom, or sides of web pages. Banner ads can be interactive by including clickable elements (e.g., buttons, animations) that lead users to a landing page or another website. Their effectiveness depends on design, placement, and relevance to the content. Example: Imagine seeing a banner ad for a travel website while reading an article about vacation destinations. Clicking the ad takes you to the travel site.

Pop-ups are small windows that appear over the main content of a webpage. They can display ads, subscription forms, or other messages. Interactivity: Pop-ups can be interactive by allowing users to close them, sign up for newsletters, or take specific actions. Pop-ups should be used judiciously to avoid annoying users. Example: A pop-up offering a discount code when you visit an online store.

Microsites are small, standalone websites created for specific campaigns, products, or events. Microsites can be highly interactive, offering engaging content, quizzes, games, or personalized experiences. They provide a focused experience outside the main website. Example: A beverage company creates a microsite for a new product launch, complete with interactive videos and a taste test game.

Online video ads appear within video content (e.g., YouTube, streaming services). Video ads can be interactive by including clickable elements, overlays, or interactive end screens. Pre-roll: Plays before the main video. Mid-roll: Interrupts the video content. Post-roll: Appears after the video. Example: Watching a cooking tutorial on YouTube and seeing an interactive ad for kitchen appliances.

Remember that effective interactive online advertising considers user experience, relevance, and seamless integration into the digital environment.

Let's explore **Search Engine Marketing (SEM)**. SEM is a marketing tactic that uses paid advertisements on search engines to increase product or brand visibility. It involves placing ads within search engine results pages (SERPs) to reach potential customers when they search for specific terms (keywords). The most common form of SEM is pay-per-click (PPC) advertising.

How It Works: Advertisers bid on keywords related to their products or services. When a user searches for those keywords, an auction takes place instantly. The winning ad appears at the top of the SERP, and the advertiser pays when someone clicks on their ad. Popular platforms for SEM include Google Ads and Microsoft Ads.

PPC is an online advertising model where advertisers pay a fee each time their ad is clicked. It's also known as the cost-per-click (CPC) model.

Key Points:

—   Advertisers place ads on platforms (e.g., search engines, social networks).

—   When users search for specific keywords, an auction determines which ad appears.

— Advertisers pay only when someone clicks on their ad.

— Google Ads and Bing Ads are prominent PPC platforms.

Email marketing is a form of digital marketing that involves sending promotional messages or newsletters to a list of subscribers via email. Goals:

— Build customer relationships.

— Promote products or services.

— Increase brand awareness.

— Drive sales and conversions.

Advantages of email marketing:

— Direct communication with your audience.

— Personalization based on subscriber data.

— Cost-effective and measurable.

— High ROI when done effectively.

HubSpot offers free email marketing tools that allow you to create, personalize, and optimize email campaigns without relying on designers or IT. Features include customizable templates, personalization, A/B testing, and AI-powered content writing.

Remember, SEM and email marketing are powerful tools for reaching your target audience and driving business growth.

Word-of-mouth (WOM) communication refers to the informal exchange of information, opinions, and recommendations between individuals. It occurs when people share their experiences, thoughts, or feelings about products, services, or brands with others. WOM is powerful because it relies on personal trust and credibility. Recommendations from friends, family, or peers often influence purchasing decisions. WOM can happen face-to-face, over the phone, or through digital channels (e.g., social media, online reviews). Companies can encourage positive WOM through exceptional customer experiences, loyalty programs, and referral incentives.

Viral marketing aims to create content that spreads rapidly and organically among users. It leverages social networks and encourages people to share content with their contacts.

Characteristics of viral marketing:

— Creativity: Viral campaigns often involve humor, surprise, or emotional appeal.

— User-Generated Sharing: Users willingly share content because they find it interesting or entertaining.

— Amplification: The goal is exponential reach as content spreads from person to person.

— Examples: Memes, viral videos, challenges, and social media trends.

— Challenges: Creating truly viral content is difficult, and success is not guaranteed.

Types of Virtual Communities.

Communities of Interest. Members share common interests or hobbies (e.g., photography enthusiasts, gamers). Interaction revolves around specific topics or passions.

Communities of Interest in a Common Goal. Members unite to achieve a shared objective (e.g., environmental activists, crowdfunding supporters). Collaboration and collective action are key.

Communities of Learning. Focused on knowledge exchange, skill development, and education. Examples include online courses, forums for learning programming, or language exchange groups.

Communities of Practice. Professionals within a specific field collaborate to improve their skills and knowledge. Common in industries like healthcare, law, or software development.

Remember that virtual communities play a significant role in connecting people, fostering relationships, and shaping online interactions.

Let's explore **Customer Bonding Triangle Framework.**

The Customer Bonding Triangle is a strategic framework with a pro-consumer approach toward implementing effective management and corporate business strategies in an organization. It was developed by Arnoldo Hax (from the Sloan School of Management at MIT) and Dean Wilde.

Pro-Consumer Approach. The framework emphasizes catering to the needs of the consumer, making it consumer-centric. Unlike traditional producer-focused models, the Delta Model prioritizes consumer theory in business management strategies.

Three Strategic Methods:

— *Best Product Positioning: Focuses on total consumer satisfaction through effective product development.*

— *Total Customer Solutions: Aims to provide comprehensive solutions that meet customer needs.*

— *System Lock-In: Encourages creating dependencies that keep customers loyal to the system or brand.*

Affiliate marketing involves promoting another company's product or service. When someone makes a purchase through your unique affiliate link, you earn a commission. How It Works: join an affiliate program and receive a unique tracking link. When someone clicks your link, a cookie is stored on their device. Even if they delay buying, you still earn a commission if they eventually make a purchase. While most affiliate marketers earn less than $10K per year, some high earners make $50K or more.

Advantages of Affiliate marketing:

1. Low-Cost and Low-Risk: You only need a website, minimizing upfront expenses.

2. Scalability: Promote products from multiple companies and earn commissions from all of them.

Media planning is a strategic process used by marketers to determine the most effective method of communicating a message to a specific audience. It involves analyzing various factors, such as audience demographics, channels, platforms, messaging, and advertisements, to create a well-structured plan for promoting a brand or product. The goal is to reach potential customers through the right channels with the right message at the right time. Here are some key points about media planning.

Audience Analysis. Understand the target audience's characteristics, preferences, and behavior. Consider factors like age, gender, location, interests, and media consumption habits.

Channel Selection. Evaluate different media channels (e.g., TV, radio, print, digital) based on their reach, relevance, and cost-effectiveness. Choose channels that align with the brand's goals and resonate with the audience.

Message Crafting. Develop compelling and relevant messages that address the audience's needs, pain points, or desires. Tailor the message to fit the chosen media channels.

Budget Allocation. Allocate the advertising budget wisely across various channels. Prioritize channels that offer the best return on investment (ROI).

Timing and Frequency. Determine when to deliver the message (day, time, season) for maximum impact. Consider frequency (how often the message should be seen) to reinforce brand recall.

Integration with Marketing Strategy. Ensure that the media plan aligns with the overall marketing strategy. Coordinate efforts across different marketing channels (e.g., social media, PR, events).

Media planning is distinct from media buying. While media planning focuses on strategy and channel selection, media buying involves the actual financial investment in different platforms. Media planners often collaborate with media buyers to optimize ROI.

As a media planner, your role includes leveraging market research, understanding ad reach, and determining which media platforms can offer the most extensive reach for brands. A bachelor's degree in communication, marketing, advertising, or business is common for this profession. Job titles related to media planning include digital media planner, senior media planner, brand strategist, and media analyst.

Let's explore **how consumer attitudes and perceptions** impact advertising in the context of social media. Here are some key findings and insights.

A study examined how consumer perceptions of Instagram advertisements affect advertising value and brand awareness among Generation Y users. With the rapid increase in social media users, brands that manage social media well can influence consumer decision-making and create awareness. Consumer Perceptions of Instagram ads have both positive and negative impacts on advertising value and brand awareness. Properly designed social media ads that resonate with consumers are crucial for successful campaigns.

Determinants of Consumers' Attitudes Toward Social Media Advertising:

— Perceived Usefulness: Consumers assess whether the ads provide value or solve a problem.

— Informativeness: Ads that convey relevant information positively impact attitudes.

— Perceived Credibility: Trustworthiness and reliability matter.

— Trust: Consumers need to trust the brand and the ad content.

— Irritation: Annoying ads can negatively affect attitudes.

— Satisfaction and Awareness: Satisfied users have more positive attitudes.

— Attitude Functions: Ads serve different purposes (e.g., emotional appeal, information).

— Materialism: Consumer values influence ad perceptions.

— Perceived Ease-of-Use: User-friendly ads are better received.

Social media advertising, when integrated into a multichannel communications approach, can significantly impact brand loyalty and engagement. Brands should focus on creating content that appeals to consumers across social media platforms.

In summary, understanding consumer perceptions, trust, and the value delivered by social media ads is essential for effective advertising strategies. Brands must adapt their content to resonate with users and build positive associations.

Remember that effective media planning ensures that your brand's message reaches the right audience through the most suitable channels, maximizing the impact of advertising campaigns!

Let's explore **media scheduling patterns**, which play a crucial role in optimizing advertising effectiveness. Media scheduling refers to the strategic timing of advertising messages to reach the target audience effectively. Here are some key aspects.

Macro-scheduling involves allocating advertising expenditure and frequency based on seasonal or broader business cycle trends. Advertisers adjust spending to match seasonal demand fluctuations (e.g., promoting winter clothing during colder months). Align advertising with economic cycles (e.g., increasing promotions during economic upturns). Macro-scheduling aims to maximize impact during favorable periods while minimizing costs during less opportune times.

Micro-scheduling focuses on allocating advertising expenditure and frequency within a short period for maximum response. Distribute ad spending effectively within a specific timeframe (e.g., a week, a month). Ensure that ads reach the right audience precisely when they are most receptive. Examples: promotions (intensive advertising during a weekend sale), product launches (concentrated ads around a new product release).

Classic Scheduling Models:

1. Continuity: Consistent advertising throughout the year. It maintains a steady presence and avoids abrupt gaps.

2. Flighting (Pulsing): Alternates between intense advertising periods and no advertising. Useful for seasonal products or limited-time offers.

3. Pulsing: A variation of flighting with reduced intensity during off-peak times.

4. Impact: The choice depends on the product, market, and budget constraints.

Remember that effective media scheduling ensures that your advertising messages reach the right audience at the right time, maximizing brand impact and sales!

Questions for self-control

1. Describe the different types of media (print media, broadcast media, outdoor media, in-store media, ambient media, integrated media).

2. In what areas are key forms of digital media used?

3.   What is the 7Cs framework?
4.   Name the different types of information systems.
5.   Explain the key differences between traditional media and digital media.
6.   What role does Word-of-mouth (WOM) play in digital culture?
7.   Give examples of the usage of Affiliate marketing.
8.   Name types of Virtual Communities.
9.   What is email marketing?
10.   What is viral marketing?
11.   Explain the meaning of Customer Bonding Triangle Framework.
12.   What is the meaning of Search Engine Marketing (SEM)?

1.1.6.   Marketing communications for special audience

Let's explore **the concept of cross-border organizations and organizational frameworks**.

Coordinated Border Management (CBM). CBM refers to a strategic approach that aims to facilitate trade and the clearance of travelers while ensuring secure borders. It involves greater coordination between various border agencies during policy development and operational activities, both domestically and internationally. CBM is not a one-size-fits-all model; rather, it serves as a guiding principle for border agencies. Operational arrangements under CBM include joint mobile teams, hot pursuit, joint risk management, and targeting centers. Information exchange systems, such as the Single Window, are also integral to CBM.

Different types of organizational structures exist, each with its own benefits and elements. Here are some common ones:

—   Functional Structure: Organized by specialized functions (e.g., marketing, finance, operations).

—   Divisional Structure: Divides the organization into self-contained divisions based on products, services, or geographic regions.

—   Matrix Structure: Combines functional and divisional structures, allowing employees to report to multiple managers.

—   Flat Structure: Few hierarchical levels, promoting quick decision-making and flexibility.

—   Hierarchical Structure: Traditional pyramid-shaped organization with clear reporting lines.

—   Team-Based Structure: Teams collaborate across functions to achieve goals.

—   Network Structure: Relies on external partnerships and alliances for core functions.

Different countries designate various kinds of organizations as competent authorities for cross-border activities. These legal frameworks play a crucial role in facilitating cross-border mergers and acquisitions.

Challenges in Cross-Border Regulation:

— Cross-border activities often face duplicative rules, increasing regulatory burden and operational complexity.

— Conflicts between overlapping sets of rules can make certain types of cross-border activity impossible.

Some governments explore seamless cross-border digitally enabled services and collaboration mechanisms. International organizations like the OECD work to build systemic frameworks for impactful cross-border actions.

Remember that the choice of organizational framework depends on the specific context, goals, and challenges faced by cross-border organizations.

Let's delve into the **key variables that impact international marketing communications and explore some general trends in worldwide media**.

Culture and International Marketing Communications.

Cultural Differences. Culture significantly influences how messages are perceived and interpreted across borders. Cultural norms, values, language, and communication styles vary from one country to another.

High-Context vs. Low-Context Cultures. In high-context cultures (e.g., Japan), communication relies on context, nonverbal cues, and shared background knowledge. In low-context cultures (e.g., the United States), explicit verbal communication is more common.

Cultural Sensitivity. Marketers must be culturally sensitive and adapt their messaging to resonate with local audiences. Avoiding cultural faux pas is crucial.

General Trends in Worldwide Media:

1.   Digitalization: The shift toward digital channels continues to accelerate. Online advertising, social media, and influencer marketing play a significant role.

2.   Personalization: Consumers expect personalized content. AI-driven recommendations and targeted ads are prevalent.

3.   Content Marketing: Brands focus on creating valuable, relevant content to engage audiences. Storytelling and user-generated content are popular.

4.   Video Dominance: Video content (including live streaming) gains prominence. Platforms like YouTube, TikTok, and Instagram Reels thrive.

5.   Mobile Optimization: Mobile-first strategies are essential. Mobile apps, responsive websites, and SMS marketing are effective.

6.   Social Responsibility: Brands align with social causes and emphasize sustainability. Purpose-driven marketing resonates with conscious consumers.

7.   Data Privacy: Stricter data privacy regulations impact marketing practices. Transparency and consent are critical.

8.   Voice Search: Voice assistants (e.g., Siri, Alexa) influence search behavior. Optimizing for voice search matters.

9.   AR and VR: Augmented reality (AR) and virtual reality (VR) enhance user experiences. Brands experiment with AR filters and VR campaigns.

Remember that successful international marketing communications require understanding cultural nuances and staying abreast of media trends.

Let's explore **the two primary cross-border communication strategies: adaptation and standardization**.

Adaptation involves tailoring marketing messages, products, or services to suit the specific cultural, linguistic, and behavioral characteristics of each target market.

When to Use Adaptation:

— Cultural Differences: When cultural norms, values, and preferences significantly vary across markets.

— Language and Communication Styles: Adapting language, tone, and communication channels ensures better resonance.

— Product Modifications: Adjusting product features, packaging, or branding to align with local preferences.

— Pricing and Promotion: Customizing pricing strategies and promotional activities.

Pros of Adaptation.

1. Local Relevance: Messages resonate better with consumers.

2. Higher Acceptance: Consumers perceive the brand as more considerate and relevant.

3. Market-Specific Optimization: Tailoring improves effectiveness.

Cons *of Adaptation.*

1. Cost and Complexity: Adapting content, design, and logistics can be resource-intensive.

2. Consistency Challenges: Maintaining a consistent global brand image becomes harder.

Standardization involves using the same marketing mix (product, price, place, promotion) across different markets without significant modifications.

When to Use Standardization.

— Global Homogeneity: When consumer preferences and behaviors are similar across markets.

— Economies of Scale: Standardization reduces costs related to production, marketing, and distribution.

— Brand Consistency: A uniform brand image reinforces global identity.

Pros of Standardization.

1. Cost Efficiency: Reduced adaptation costs.

2. Brand Clarity: Consistent messaging reinforces brand recognition.

3. Faster Implementation: Streamlined processes.

Cons of Standardization.

1. Cultural Mismatch: Ignoring cultural nuances may lead to misinterpretation.

2. Market Resistance: Consumers may reject standardized offerings.

3. Lack of Flexibility: Inability to respond to local market changes.

Conclusion: The choice between adaptation and standardization depends on factors like cultural diversity, market similarities, cost considerations, and brand strategy. Some companies adopt a hybrid approach, combining elements of both strategies. Remember that successful cross-border communication requires a thoughtful balance between global consistency and local relevance.

Let's explore **international advertising agencies** and **the benefits of using a client portal within an advertising agency**.

International Advertising Agencies.

The ICOM Network is a global independent marketing communications network comprising more than 80 top independent advertising, digital, marketing communication, and media agencies across 60+ countries. These agencies collaborate to drive brand success across borders, providing seamless support for clients with international needs. ICOM emphasizes connected thinking and cultural adaptation in its approach.

AdForum's Global Directory offers a comprehensive global directory of advertising agencies. It's a premier resource for learning about agencies in the USA, Europe, Asia, Oceania, and MENA. The interactive map identifies agencies based on region and core competencies, including digital marketing and social media.

Sortlist features a list of the best international marketing agencies, helping businesses find suitable partners for their marketing needs. These agencies specialize in cross-border campaigns, market research, and global brand strategies.

Agency Spotter evaluates over 2,400 advertising agencies quarterly based on credentials, expertise, client feedback, and project work. It assesses agencies' ability to create impactful creative across channels and their focus on advertising.

Benefits of Using a Client Portal within an Advertising Agency.

Improved Productivity. A client portal streamlines communication and collaboration. Tasks become straightforward, files are shared effortlessly, and team members stay aligned.

Stronger Work Ties. A client portal nurtures an environment where team collaboration flows seamlessly. It enhances relationships between agency staff, clients, and stakeholders.

Elevated Team Satisfaction. When processes are streamlined, team members experience less frustration. A well-implemented client portal reduces administrative tasks, allowing teams to focus on core activities.

Customizable Branding. A client portal can be branded to match the agency's look and feel. Customization includes uploading the agency's logo, choosing colors, fonts, and even using a custom domain name.

User Management. Agencies can manage users effectively within the portal. Features include adding/removing users and setting permissions based on roles. Clients can access specific information related to their accounts or projects.

Data Security. A client portal ensures data security by restricting access to relevant information. Clients see only what pertains to their specific projects, enhancing confidentiality.

Time Savings and Flexibility. A well-designed client portal saves time by automating manual tasks. Agencies can focus on delivering value rather than handling administrative details.

Remember that a client portal not only benefits the agency but also enhances the overall client experience. It's a win-win for efficient communication and collaboration.

Business-to-Business (B2B) marketing communications refer to strategies and tactics specifically designed to target other businesses. B2B marketing should be

accountable and measurable. Track key performance indicators (KPIs) such as lead generation, conversion rates, and return on investment (ROI) can be used for measuring B2B results. Here are some key points to consider when engaging in B2B marketing communications.

Understand Your Audience. Begin by thoroughly understanding your target audience. Identify their unique needs, challenges, and preferences. B2B marketing should focus on addressing the specific pain points faced by businesses.

Tailored Messaging. Craft messaging that highlights the benefits and value of your products or services to other businesses. Be clear about how your offerings can improve their operations, efficiency, or profitability.

B2B marketing encompasses a range of channels and tactics, including:

— Content Marketing. Create valuable content (such as blog posts, whitepapers, and case studies) that educates and informs other businesses.

— Email Campaigns. Use targeted email campaigns to nurture leads and maintain communication with potential clients.

— Networking. Attend industry events, conferences, and trade shows to connect with other businesses and build relationships.

Remember that B2B marketing is about building strong relationships and providing value to other businesses. By understanding their needs and tailoring your communications, you can effectively promote your products or services within the B2B sector.

Decision-making in organizations can be complex, and understanding the different types of decisions and their associated risks is crucial. Here are some common types of organizational decisions:

1. Big-bet decisions. These are infrequent and high-risk decisions that have the potential to significantly shape the future of the company. Examples include major investments, mergers and acquisitions, or launching a new product.

2. Cross-cutting decisions. These decisions involve a series of interconnected smaller decisions made by different groups collaboratively. They are frequent and high-risk, often part of an end-to-end decision process. An example could be a company-wide digital transformation initiative involving multiple departments.

3. Delegated decisions. These are frequent and low-risk decisions that can be effectively handled by an individual or a working team. They require limited input from others and are often related to day-to-day operational matters.

4. Programmed and Non-Programmed Decisions. Programmed decisions are routine and follow established procedures, while non-programmed decisions are unique and require creative problem-solving.

5. Policy and Operating Decisions. Policy decisions set guidelines and rules for the organization, while operating decisions deal with day-to-day activities.

6. Personal and Organizational Decisions: Personal decisions are made by individuals, while organizational decisions impact the entire company.

7. Long-Term Departmental and Non-Economic Decisions. Long-term departmental decisions involve strategic planning, while non-economic decisions consider factors beyond financial aspects.

Understanding these decision types can help organizations manage risks effectively and make informed choices. Remember that decision-making is a critical aspect of organizational success, and tailoring the approach based on the type of decision is essential.

Let's delve into the world of **inter-organizational networks**, commitment, and trust in relationship marketing.

Inter-organizational networks are vital business-to-business marketing relationships. These networks consist of two or more organizations that combine their resources and core capabilities to enhance performance and create a mutual competitive advantage. Unlike traditional vertically integrated, multi-divisional organizations, inter-organizational networks emphasize collaboration as a strategy to compete effectively.

Two critical factors play a significant role in inter-organizational networks: relationship commitment and trust. Let's explore these concepts.

Relationship commitment refers to the intention and promise of future cooperation between organizations. It strengthens the bonds within the network. In inter-organizational networks, commitment is essential for sustained collaboration. Organizations commit to working together to achieve shared goals and outcomes. Commitment allows network members to capture each other's strengths and synergistically enhance efficiency and effectiveness. The commitment-trust theory of relationship marketing provides a framework for understanding the interdependency and reciprocity inherent in exchange relationships. It can be extended to inter-organizational networks.

Trust is the foundation of successful inter-organizational relationships. It enables cooperation, collaboration, and effective responses to global market dynamics. Trust develops over time through interactions, shared experiences, and consistent behavior. Contextual factors, such as networks, relationships, contracts, power interactions, and institutions, influence trust development within inter-organizational networks.

To explore the antecedents and consequences of relationship commitment and trust in inter-organizational networks, researchers have extended the commitment-trust theory of relationship marketing. This framework identifies factors that lead to participation in such networks and examines how commitment and trust mediate this participation.

In summary, commitment and trust are essential for successful inter-organizational networks. They enable organizations to collaborate effectively, respond to market challenges, and create competitive advantages. Future research can further investigate these dynamics and validate the proposed model.

Let's explore **business-to-business (B2B) marketing communications** and delve into the concept of interorganizational communication.

B2B marketing communications refer to the strategies, tactics, and content used by businesses to connect with other businesses or organizations. Unlike B2C (business-to-consumer) marketing, which targets individual consumers, B2B marketing focuses on building relationships and promoting products or services to other companies.

Key Aspects of B2B Marketing Communications:

— Channels: B2B marketers use various channels to communicate with their target audience. These channels include digital media, print advertising, social media, email marketing, trade shows, and more.

— Content: B2B content is tailored to address the specific needs, pain points, and interests of other businesses. It includes whitepapers, case studies, webinars, blog posts, and industry reports.

— Relationship Building: B2B marketing aims to establish trust, credibility, and long-term relationships. Effective communication fosters collaboration and mutual benefits.

Interorganisational communication refers to interactions between employees from different companies. It enables collaboration, knowledge sharing, and coordination across organizational boundaries. Interorganisational communication serves various purposes, such as joint projects, partnerships, supply chain coordination, and information exchange. Communication can occur through various channels, including email, video conferencing, social media, and collaborative platforms. Effective interorganisational communication enhances efficiency, innovation, and overall organizational performance.

Models of B2B Marketing Communications.

Several models exist to guide B2B marketing communications. One such model is the PESO Model. The PESO Model categorizes marketing content into four buckets:

— Paid Media. Content distributed through paid channels (e.g., advertising, sponsored content).

— Earned Media. Content gained through public relations efforts (e.g., media coverage, influencer mentions).

— Shared Media. Content shared on social media and other platforms (e.g., user-generated content, social shares).

— Owned Media. Content created and controlled by the organization (e.g., website, blog, email newsletters).

The PESO Model helps integrate marketing efforts by identifying opportunities across these media types.

In summary, B2B marketing communications play a crucial role in building strong relationships between organizations. Effective interorganisational communication contributes to successful collaborations and business growth.

Let's explore the world of B2B communication, focusing on **quality and the communication mix**. Effective B2B communication is essential for building trust, strengthening relationships, and driving business success. Here are some best practices to consider:

1. Focus on Them, Not You. B2B customers care most about capturing business value. Lead with the benefits they'll gain from your products or services. Instead of saying, "Our products are built on the latest technologies," emphasize, "Gain the power to scale faster with products built on the latest technologies." Put the customer first in your messaging.

2. Use Clear, Plain Language. Avoid excessive tech jargon. Even complex offerings can be explained in simple, conversational language. For instance, instead of

a convoluted sentence about data elements and risk models, say, "Organizations can now gain unprecedented insight into affordability and risk using innovative credit risk models and behavioral data." Clarity matters.

3. Know Your Audience. Understand your B2B partners' behavior, needs, and future possibilities. Actively listen to them, offer support, and schedule regular check-ins. Tailor your communication to their specific context.

4. Build Strong Relationships. B2B relationships are key. Losing one client can significantly impact your company. Host industry events, get to know partners personally, and show genuine care for their success. Make them feel like part of your family.

5. Collaborate. Partner with other businesses to achieve more together. Drop the competitor mentality. Collaborate on joint projects, share resources, and expand your client portfolio. Think beyond client-provider relationships.

The B2B communication mix involves various channels and strategies to engage with other businesses. Here are some essential components:

— Personal Communication. Direct interactions, meetings, and conversations with B2B partners. Builds trust, understanding, and rapport.

— Digital Channels. Email marketing, webinars, social media, and content marketing. Use clear language and relevant content to address specific pain points.

— Case Studies and Success Stories. Showcase real-world examples of how your solutions benefit other businesses. Storytelling reinforces credibility and demonstrates value.

Remember, effective B2B communication is about empathy, clarity, and building lasting connections.

Let's explore **the relational models** proposed by various researchers and their implications for understanding buyer-seller relationships in business contexts. Each of these models provides insights into the stages of relationship development and the roles of key account managers.

Ford's Model (1980). Ford conceptualized relationship development in five stages:

— Pre-relationship stage: Initial awareness and exploration.
— Early stage: Building trust and understanding.
— Development stage: Strengthening the relationship.
— Long-term stage: Mature, stable relationship.
— Final stage: Dissolution or termination.

Dwyer et al.'s Model (1987). Dwyer and colleagues identified similar development stages:

— Awareness: Initial recognition of the potential for a relationship.
— Exploration: Learning more about each other's capabilities and needs.
— Expansion: Expanding the scope of collaboration.
— Commitment: Deepening commitment and mutual dependence.
— Dissolution: Possible termination of the relationship.

Wotruba's Perspective (1991). Wotruba emphasized the importance of national accounts (also known as key accounts or major accounts) in managing long-term

business relationships. These accounts play a central role in supply base rationalization and strategic alliances. The focus is on maintaining strong relationships with key customers.

Millman and Wilson's Relational Model (1995). Millman and Wilson proposed a six-stage model for the development of key account management (KAM) over time:

— Pre-KAM: Initial awareness and exploration.
— Early-KAM: Building trust and understanding.
— Mid-KAM: Strengthening the relationship.
— Partnership KAM: Mature, collaborative partnership.
— Synergistic KAM: Leveraging mutual strengths.
— Uncoupling KAM: Possible dissolution or transition.

McDonald's Perspective (2000). McDonald's work contributes to the understanding of relationship management and the changing role of salespeople. Salespeople are evolving into relationship managers, orchestrating long-term relationship-building strategies. Investment in key account management programs emphasizes the importance of these roles in retaining customers and creating value.

In summary, these models provide valuable insights into the dynamics of buyer-seller relationships, emphasizing the need for effective relationship management and the evolving roles of key account managers.

Internal marketing is the practice of promoting a company's goals, product updates, and important announcements to its own employees and staff. The primary purpose of internal marketing is to increase brand understanding, brand alignment, and help employees feel more engaged with the company. Essentially, it's about ensuring that employees are well-informed, motivated, and connected to the organization's mission and values. Here are some key points about internal marketing and its significance:

— Employee Engagement: Internal marketing aims to engage employees by providing them with relevant information about the company's initiatives, products, and strategic direction. Engaged employees are more likely to contribute positively to the organization.

— Alignment with Company Values: By communicating the company's values, culture, and brand identity, internal marketing helps align employee values with those of the organization. When employees resonate with the company's mission, they become more committed and motivated.

— Effective Communication: Internal marketing ensures that employees receive clear and compelling messages. It enhances understanding of the company's purpose, goals, and strategies, fostering a sense of connection and shared purpose.

— Positive Work Environment: Promoting the company's values and goals contributes to a positive work environment. When employees feel valued and supported, morale improves, leading to higher productivity and job satisfaction.

In summary, internal marketing plays a crucial role in creating a cohesive and informed workforce, ultimately benefiting both employees and the organization as a whole.

Brand engagement refers to the emotional connection and active involvement that consumers have with a brand. It goes beyond mere awareness or recognition; it encompasses the depth of the relationship between individuals and the brand. Here are some key aspects of brand engagement:

1. Emotional Attachment: Brand engagement often involves feelings of loyalty, trust, and affection toward a brand. Consumers who are emotionally attached are more likely to choose that brand repeatedly.

2. Interaction and Participation: Engaged consumers actively interact with the brand. This can include following the brand on social media, participating in contests, leaving reviews, or attending brand events.

3. Brand Advocacy: Engaged consumers become brand advocates. They recommend the brand to others, defend it during discussions, and contribute positively to its reputation.

4. Consistent Experience: Brands that consistently deliver positive experiences foster stronger engagement. Whether through product quality, customer service, or messaging, consistency matters.

5. Storytelling and Purpose: Brands that tell compelling stories and align with a meaningful purpose resonate with consumers. Engaged individuals connect with the brand's narrative.

In summary, brand engagement is about creating a meaningful bond between consumers and a brand, leading to long-term loyalty and positive associations.

Internal branding is a crucial aspect of creating a cohesive and engaged workforce. Let's explore **seven factors that contribute to effective internal branding**:

— Purpose Statement (WHY You Exist). Clearly define your company's purpose. Why does your organization exist? What impact do you aim to make? Communicate this purpose consistently to employees.

— Mission Statement (WHAT You're Doing). Your mission statement outlines the specific actions your company takes to fulfill its purpose. It's the "what" behind your existence. Make sure employees understand and align with this mission.

— Brand Values (HOW Actions Support Purpose). Brand values represent the guiding principles that drive your company's behavior. These values should align with your purpose and mission. Reinforce them through internal communication and actions.

— Ultimate Vision (WHERE You Want to Get). Paint a vivid picture of your company's future. Where do you aspire to be? Share this vision with employees, inspiring them to contribute to that journey.

— Consistent Communication. Regularly communicate and demonstrate the brand's values and mission through all internal channels. Consistency reinforces alignment and understanding.

— Employee Involvement. Involve employees in brand-related decisions and initiatives. When they have a sense of ownership, they become brand advocates and actively contribute to the brand's success.

— Recognition and Celebration. Recognize and celebrate employees who exemplify the brand values in their work and behavior. Acknowledgment reinforces the importance of living the brand.

Remember, internal branding isn't just about external perception; it's about empowering your employees to embody the essence of your brand.

Let's explore **the concept of virtual internal learning** and how it can benefit organizations and their employees.

Virtual learning refers to an environment where individuals engage in learning activities using digital-based platforms. In this context:

1. Asynchronous Learning: Participants study at their own pace, accessing pre-recorded lectures, videos, and other educational content.

2. Synchronous Learning: Real-time interaction occurs with instructors through live video or audio sessions.

Benefits of Virtual Internal Learning:

— Flexibility: Employees can access training materials from anywhere, allowing them to learn at their convenience.

— Cost-Effective: Virtual learning eliminates travel expenses associated with in-person training.

— Scalability: Organizations can train a large number of employees simultaneously.

— Customization: Tailor content to specific roles, ensuring relevant learning experiences.

— Continuous Learning: Regular updates and new courses keep employees informed and skilled.

Examples of Virtual Learning Opportunities:

1. Online Learning: Interactive courses delivered remotely, ranging from a few hours to multi-day sessions.

2. On-Demand Learning: Self-paced courses covering topics like auditing, cybersecurity, and risk management.

3. Virtual Conferences: Events where experts discuss emerging issues in internal auditing, allowing networking and earning CPE credits.

In summary, virtual internal learning provides flexibility, cost savings, and continuous development for employees, making it a valuable resource for organizations.

The credibility of a CEO plays a critical role in organizational success. Let's explore some key factors related to CEO credibility.

Values and Behavior. A CEO's values and behavior significantly impact the organization. When leaders demonstrate ethical behavior, honesty, and integrity, it positively influences employee motivation and performance. Employees look up to their CEO as a role model. Consistent actions aligned with core values build credibility.

Company Culture. A CEO's ability to foster a positive company culture matters. When employees feel connected to the organization's mission and values, they are more engaged and productive. A credible CEO actively shapes the culture through communication and actions.

Reputation and Communication Skills. A CEO's reputation directly affects stakeholder relationships. Trust in the CEO translates to trust in the company. Effective communication skills are essential. Clear, transparent communication builds credibility and fosters alignment.

Involvement in Social Responsibility. CEOs who champion corporate social responsibility initiatives enhance their credibility. Engaging in community service, sustainability efforts, and ethical practices demonstrates commitment beyond profits.

In summary, a credible CEO influences not only the organization's performance but also its overall impact on society.

Conducting a communication audit is essential for assessing and improving your organization's communication strategies. Let's explore **the steps involved in conducting a successful communication audit**:

1.   Analyze the Scope of Current Communications. Create a comprehensive list of all internal and external communication touchpoints. Consider channels such as emails, newsletters, social media, website content, and more. This step helps you understand the breadth of your communication efforts.

2.   Evaluate Past and Existing Communications. Review historical communication materials, campaigns, and messaging. Assess their effectiveness, consistency, and alignment with your brand image, values, and business goals. Identify areas for improvement.

3.   Collect Insights from Stakeholders. Gather feedback from employees, customers, stakeholders, and your general audience. Surveys, interviews, and focus groups can provide valuable insights into their perceptions of your communication efforts.

4.   Conduct a SWOT Analysis. Perform a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis specifically focused on your communication strategies. Identify strengths (what's working well), weaknesses (areas for improvement), opportunities (potential enhancements), and threats (external challenges) related to communication.

5.   Create a Mockup of a Communication Strategy Going Forward. Based on your findings, develop a mockup or prototype of an improved communication strategy. Consider factors such as target audiences, key messages, channels, and frequency of communication. Ensure alignment with your brand identity and organizational goals.

6.   Implement Your New Strategy. Put your revised communication strategy into action. Monitor its effectiveness, track progress, and be prepared to adapt as needed. Regularly revisit and update your communication audit to maintain alignment and continuous improvement.

Remember that a communication audit is an ongoing process. Regular assessments help ensure that your communication efforts remain effective and aligned with your organizational objectives.

Questions for self-control
1. Define the concept of «cross-border organizations».
2.   Describe some general trends in worldwide media.

3. Prepare presentation materials about Business-to-Business (B2B) marketing communications.

4. Explain the two primary cross-border communication strategies: adaptation and standardization.

5. List all possible benefits of Using a Client Portal within an Advertising Agency.

6. What is decision-making?

7. What some common types of organizational decisions do you know?

8. Is trust in relationship marketing important? Explain your point of view.

9. How many relational models do you know? Characterize two of them.

10. What are the main steps involved in conducting a successful communication audit?

11. Describe the main the concept of virtual internal learning.

12. Present your understanding of credibility for a CEO and give examples.

1.2. Business cases

Business case 1. Online reputation management

A reputation - what people think of you, good or bad - is built one message at a time. The difference today is that people can get their messages out to lots of other people at lightning speed through websites and social media. So, not surprisingly, an industry is fast developing around managing online reputations for individuals and businesses.

KEN WISNEFSKI: "Up to eighty percent of people have been influenced in a purchasing decision by what they've read or seen online."

Ken Wisnefski is chief executive of WebiMax, a company he started in two thousand eight. WebiMax is a search engine optimization, or SEO, company. Search engine optimization involves different ways to improve the results of online searches.

WebiMax offers several different services, but Ken Wisnefski says reputation management is growing the fastest.

Some of his customers need help with urgent publicity problems. Others are seeking long-term management of their online image. Mr. Wisnefski says about one-fifth of his business is with companies and individuals outside the United States.

How does reputation management work?

WebiMax has two sides to its business. The company can organize online publicity campaigns to try to limit the harm done by negative comments or bad news. Mr. Wisnefski says when a client gets in the news for the wrong reasons, his company does not try to hide what happened. Instead, it develops a campaign to show that the client is dealing with the problem in a productive and positive way, he says.

In that sense, the work seems a lot like old-fashioned public relations, but in cyberspace.

But what if clients are the target of lies or maybe an organized effort to harm their reputation? Then WebiMax would use its legal team to try to have the comments removed.

KEN WISNEFSKI: "We realized pretty early on that it wasn't going to just be a marketing function, that there also needed to be a legal function involved with it. And marrying the two together is what really has impact and makes this successful."

In the United States, not all speech is protected by the Constitution. And even if the comments are true, the threat of a costly legal fight may be enough to get them removed.

Ken Wisnefski thinks the legal side of reputation management is only going to grow. He says WebiMax is profitable and expects ten to fifteen million dollars in revenue this year.

Clients of companies that manage reputations can pay thousands of dollars a month or as little as a hundred dollars a year. But here is some free advice.

KEN WISNEFSKI: "If you're not paying attention or at least monitoring what's being said about you online, you're making a mistake because other people are paying attention to that."

Task 1. Examine Osterwalder`s business model and fill up your own model for «WebiMax» with the help of information from the text «Online reputation management».

Business case 2. The gold standard

The best example of something is often called the "gold standard." It sets the standard against which other things are measured. In economics, the term describes how major trading nations once used gold to set currency values and exchange rates. Many nations continued to use the gold standard until the last century.

In the United States, people could exchange paper money for gold from the eighteen seventies until nineteen thirty-three. President Richard Nixon finally disconnected the dollar from the value of gold in nineteen seventy-one. Some politicians from time to time call for a return to the gold standard.

But in nineteen seventy-eight the International Monetary Fund ended an official gold price. The IMF also ended the required use of gold in transactions with its member countries.

Since that time, gold prices have grown, but unevenly. Prices - uncorrected for inflation - are now at record highs. The current price is above fourteen hundred dollars an ounce.

But people keep buying. Neang Chan Nuon is a gold shop owner in the Cambodian capital, Phnom Penh.

NEANG CHAN NUON: "Some of my customers have even bought more as they believe the price will probably go higher. I sell more gold at these higher prices."

Some people are "gold bugs." These are investors who say people should buy gold to protect against inflation.

People have valued gold for thousands of years. The soft, dense metal polishes to a bright yellow shine and resists most chemical reactions. It makes a good material for money, political power - and, more recently, electrical power. If you own a device like a mobile phone or a computer, you might own a little gold in the wiring.

The gold standard was the subject of one of the best-known speeches in American political history. It took place at the eighteen ninety-six Democratic National Convention in Chicago.

William Jennings Bryan wanted the country to use both gold and silver as money. The idea was to devalue the dollar and make it easier for farmers pay their debts. Here is Bryan reading his speech much later, in nineteen twenty-one.

WILLIAM JENNINGS BRYAN: "You shall not press down upon the brow of labor this crown of thorns. You shall not crucify mankind upon a cross of gold."

The speech made William Jennings Bryan famous. He was a presidential candidate three times. But he never won.

Task 1. Read the text and find at least 3 elements of integrated marketing communication. Explain your idea (PR, pricing, naming, promotion, innovation technology, Direct marketing).

Task 2. Design your own strategy how to promote gold with the help of SWOT matrix.

Business case 3. Nobel prize winner in economics Paul Krugman on economic crisis

I'm in a slightly awkward position because we have a session that is devoted to long-run issues of justice and I was asked by the organizers to speak about fiscal austerity, which is a short-run issue that is not necessarily connected to justice.

And the best I can do is to say: look, short-run matters and in the long run we are all dead, and without short-run prosperity there can be no justice. And with that let me just speak briefly about the issue.

The important thing to realize is that at this moment, as we speak, we are witnessing an extraordinary failure of economic policy, something that I think most of us thought could not happen.

We thought that we have learnt the lessons of the Great Depression. We thought that we knew enough about economics, more important we thought that policy makers knew enough about economics, that they would not repeat the mistakes of our grandfathers.

But, in fact, we are repeating the mistakes of our grandfathers and it's an extraordinary but horrifying thing to watch. We have an economic crisis. The economic crisis is not difficult to understand.

We had an extraordinary credit bubble both sides of the Atlantic, basically throughout the western world, between 2000 and 2007, which translated, in particular, into a great real estate bubble. When the bubble burst, there was a sharp decline in residential construction, also a sharp decline in household net worth, with many

households now deep in debt and so we had a shortfall in two major resources of demand – investment in residential construction and household spending – large holes taken out of demand.

So, we have a generalized shortage, not enough spending in the western world to fully employ the workers and the resources that we have available.

Ordinarily, you can deal with things like this by cutting interest rates, but there is only so much you can do of that, and policy interest rates are now essentially zero in the major western economies.

So we are in the situation of depressed demand, a situation where, although technology has continued to advance, although the working-age population has continued to rise, there is not sufficient demand to employ the resources we have. In this context, public sector deficits have risen sharply. They have risen for the most part as a consequence of the crisis. The collapse of output and demand has reduced revenues and safety net programs, programs that are designed to help people in times of need, have expended, so expenses have risen. This is natural, this is what you expect to see happen in the face of an economic slump. It's also desirable: it helps to cushion the economic slump.

We could argue and indeed I would argue that the rise of deficits in this crisis is the principle reason why it has not been a full-blown replay of the 1930s. The reason we have not seen comparable to what there was in 1930s is not that the shocks were smaller – because arguably the shocks to the system were if anything bigger this time – it is the fact that we have large welfare states in the modern world, and these welfare states provide a large degree of automatic stabilization.

However, in some but a relatively small part of the western economy, the public debt sector deficits have also translated into a fiscal crisis. It's really a quite limited set. It's a group of peripheral European economies, all of whom are characterized by the fact of not having their own currency.

But, nonetheless, we have seen some fiscal crisis.

And what has happened in the public discourse over economic policy has been extraordinary fiscalization of the discussion what is really a crisis that originated in the private sector, clearly a crisis which did not involve misbehavior by a large number of governments has nonetheless been diagnosed as a problem that is essentially fiscal.

If you look at the list of the countries that clearly were engaged in irresponsible fiscal policy before the crisis and then found themselves in trouble after the crisis because of that policy, the countries on that list are as follows: Greece. There are no others. It's only Greece. But somehow we've Hellenized the discussion.

Task 1. What is the main reason of economic crisis according PAUL KRUGMAN?
Task 2. Can you name all economic troubles mentioned in this text? Identify all economic issues from the text with PESTLE analysis, create your own PESTLE matrix based on text key points.

2. PRACTICAL SECTION

2.1 Materials for practical classes

The 4th semester

Practical class 1. Theoretical bases of integrated marketing communications.

Main issues.
What is marketing communication?
Name all elements of the marketing communications mix?
Describe the key characteristics of the communication tools?
Highlight communication differences between B2B and B2C?
Assignment for the class.
What kind of influence do you think these events had on advertising? (the invention of newspapers; the Industrial Revolution; World War I; the invention of television; the Internet).

Practical class 2. Theoretical bases of integrated marketing communications.

Main issues.
Genesis of the term «integrated marketing communications».
Goals, principles and features of integrated marketing communications.
Ethics in marketing communications and branding.
Assignment for the class.
Find out about an international or national logo, slogan or advertising campaign that has stood the test of time. Write a short report answering these questions. Who created it? What is it like? How long has it been used? How much has it changed over the years? Why do you think it continues to be successful?

Practical class 3. External conditions for implementing integrated marketing communications.

Main issues.
Explain what is customer decision-making group?
Name all types of consumer decision-making?
What is AIDA?
Branding and the role of marketing communications. What is brand starching?

Assignment for the class.
In pairs, choose a well-known brand and discuss how it could successfully or unsuccessfully extend into different product categories. Think of examples of products that would work well with the original brand and examples that would not work, giving reasons for your choices. Then present your ideas to the class.

Practical class 4. External conditions for implementing integrated marketing communications.

Main issues.

Marketing: relationships and communications.

Customer loyalty and retention.

Online trust and security.

How many different jobs can you think of in the advertising industry?

Assignment for the class.

Discuss these questions in small groups. 1 Which of these three marketing jobs do you find the most/least interesting? Why? 2 Do you have any of the necessary personal qualities for these positions? Which ones? 3 Do you think advertising would be an interesting field to work in? Why/Why not? 4 What opportunities are there in advertising in your area/country?

Practical class 5. Managing marketing communications.

Main issues.

Market segmentation and STP model.

Do the same brands and products appeal to everyone?

Do you think the same advert is effective with all people?

Assignment for the class.

Discuss these questions in pairs or small groups. 1 How much does nationality or ethnic background have to do with a person's likes and dislikes? 2 Are there different kinds of advertising for ethnic groups in your country? (e.g. in a different language.) 3 Which do you think is better – ethnic advertising or multicultural advertising? Why? 4 What differences could there be in the choice of advertising media in order to reach different ethnic groups.

Practical class 6. Managing marketing communications.

Main issues.

Models Dagmar and SMART.

The circular letter (email).

What kind of situation might a company need to inform all its customers about *Assignment for the class.*

Write a circular letter to inform your customers of your new company address. Include the following points: you will move on the 1st of next month; telephone, fax numbers and email addresses will not change; the move is due to the expansion of the company; apologise for any disruption to business during the move.

Write a circular letter to inform your customers of a new outlet you are opening soon. Give them the following information: where the outlet is located; the opening date and times; the special offer or promotion reserved for them on that date.

Practical class 7. Managing marketing communications.

Main issues.

Managing corporate reputation. Corporate communications.

What do you think a time bank is?

Who developed the idea of time banking and when?

What currency is used in a time bank?

How does a time bank work?

What fundamental principles are behind the concept of time banking?

Assignment for the class.

Discuss these questions in small groups.

1 Do you think time banking is a good marketing idea? Why/Why not?

2 How could it be helpful in times of financial crisis?

3 Will the concept of time banking increase in the future? Why/Why not?

4 Are there any time banks in your country/town?

5 What skills and experience could you offer a time bank?

6 What help or services might you need from a time bank?

The 5th semester

Practical class №1. The tools of marketing communications

Main issues.

1)   Explain the meaning of this abbreviations DRIP, STP, CVP, ZMOT

2)   How pricing can help to avoid ad-wearout.

3)   Identify the meaning of these elements: advertising, sales promotion, personal selling, public relations and direct marketing

Assignment for the class.

In groups, discuss these terms for some premium-priced products that you know well such as computers, mobile phones, cars, cosmetics or a clothing brand.

1.   What are their USPs?

2.   Who is their target market?

3.   Are the buyers and end users the same people?

4.   How do these products differentiate themselves from the competition?

5.   What are some of the variables the company can control when they decide the marketing strategy for these products?

Practical class №2. The tools of marketing communications.

Main issues.

1.   Try to explain ATL, TTL and BTL model.

2.   Do you enjoy making public relations? How important do you think social communication is for successful management?

3.   With a partner think about an organisation you both know. What marketing factors contribute to the success of the organisation?

4.   Which of these factors are external to the organisation and which are internal?

5.   People in business often talk about tangibles (what we can touch, e.g. property, profit) and intangibles (e.g. the good name of the company, the skills and experience of the employees).

6.   What tangibles and intangibles in marketing have helped the organisation?

Assignment for the class.

In groups, create a Force Field Analysis for the following situation: The organisation that you work for is considering setting the same summer holiday time for everyone. This would lead to a reduction in overheads. When you have finished your diagram, discuss how effective you find this method. Where else could it be used? Here is an example: An employee has been offered the chance to work in a management position as the head of department. In order to help her make a decision, she has set up this diagram of the forces.

Practical class №3. The tools of marketing communications.

Main issues.

1.   The role of direct marketing for B2B and B2C.
2.   What is User-generated-content (UGC)?
3.   How often do you send or receive emails?
4.   What about regular letters and mail?
5.   Why is traditional mail called snail mail?
6.   What services do usually subscribers get?
7.   What kind of company is Outbox?
8.   How has new technology of Outbox negatively affected the business of the USPS?

Assignment for the class.

Discuss these questions in small groups.

1.   Do you think the services of Outbox are useful or pointless? Why?
2.   Is it worth paying for someone to open your mail for you?
3.   Do you think there are any privacy issues or environmental concerns with Outbox?
4.   Are there any other advantages or drawbacks to this system?
5.   How might subscribers react to Outbox's plans to deliver advertisements?
6.   Would this business model be successful where you live?
7.   What legal question does Outbox face?
8.   How does Outbox plan to make more profit in the future?

Practical class №4. Traditional and digital media as a part of marketing communications.

Main issues.

1.   Fundamentals of business communication in the digital environment. What does digital media stand for? Why is it important?
2.   Are there any favorite digital media for marketing communications in your country?
3.   What about using Internet for promotion?
4.   What are the advantages of marketing communications in collaboration with digital media?

1. Can you think of any disadvantages of traditional media?

Assignment for the class.

Discuss these questions in small groups.

1. How important do you think it is to respect these rules in cyberspace?
2. Which do you think is the most/least important? Why?
3. Do you participate in online discussion groups or post reviews and contributions? Why/Why not?
4. What are the differences between writing private and business emails?

Practical class №5. Traditional and digital media as a part of marketing communications.

Main issues.

1) Internet communications: advantages and disadvantages.

Name types of information systems and their classification? What do these abbreviations stand for? (CAD, CAM, CAE, CIM, RFID, QR)

2) What benefits has IT brought to businesses and marketing?

3) How does CAD software help a designer?

4) What are the two essential elements for a RFID system?

5) What advantages does RFID technology have over traditional barcodes for marketers?

6) 6 In what areas is the use of QR codes common today? Why?

Assignment for the class.

Conducting a SWOT analysis for the one famous company.

Stage 1. Work in groups. You are going to conduct a SWOT analysis for a business that you are familiar with. Decide which company you would like to analyse.

Stage 2. Decide how you are going to do this. Do you want to use 'Force Field Analysis'? Do you want to work in pairs to discuss the four areas and then meet in a bigger group? Or is it better to start in a bigger group?

Stage 3. Make a SWOT diagram.Then analyse it.

Stage 4. Work with another group and present your SWOT diagrams and analyses to each other. While you listen, make notes.

Stage 5. As a group discuss what steps the management of these companies could take as a result of the SWOT analysis you have completed.

Practical class №6. Traditional and digital media as a part of marketing communications.

Main issues.

1. The concept of «digital culture». Key forms of digital media. The Internet. Database technologies. Multimedia. Mobile technologies. Business applications.

2. Explain the core idea of the 7Cs for customer interface.
3. How many digital instruments for advertising do you know?
4. What does VoIP stand for?
5. Have you ever used VoIP services to make a phone call?

Assignment for the class.

Find out about two VoIP service providers that operate in your country. Prepare a short oral presentation comparing the two companies. Include the following information: company foundation and headquarters; any particular advantages and disadvantages; the main features and services; the popularity/number of users

Practical class №7. Marketing communications for special audience.
Main issues.
1.   Name all types of cross-border organisations?
2.   How do you think can multinational corporation be ethical?
3.   In what ways might a multinational not operate in an ethical manner?
Assignment for the class.
Have a class debate on the following topic. 'It is impossible for a multinational to be completely ethical in its business practices.'
1 What aspect of multinationals' behaviour are governments particularly concerned about? 2 Why is the location of a multinational's subsidiaries important? 3 Why does Starbucks have a subsidiary in Switzerland? 4 What is transfer pricing? 5 How does it help a company pay less tax? 6 What difficulties do tax authorities have with transfer pricing?

Practical class №8. Marketing communications for special audience.
Main issues.
1 What is the definition of Business-to-business marketing communications? 2 Where is the b2b communication mix? 3 How does it limit the growth of private companies? 4 What advantage does b2b companies have over b2c companies? 5 What risks do b2b companies face?
Assignment for the class.
Discuss these questions in small groups.
What do you know about the anti-globalisation movement and the demonstrations against the World Trade Organisation and G8 meetings? Is it dangerous for successfull marketing communications? What does anti-globalisation mean to you? Do you think it is possible to have one definition of the movement? Is there a strong anti-globalisation or ecological movement in your country?

Practical class №9. Marketing communications for special audience.
Main issues.
1.   Brand engagement between commercial and non-profit organization.
2.   What types of business organizations are there in the private sector of your country? Are they all focused on making a profit?
3.   Are there many non-profit organisations in your country?
4.   In what ways can this kind of organisation play an important role in society? 5. Do you donate money or volunteer for charities and similar organisations?6. Would you like to work for an organisation of this kind? Why/Why not? *Assignment for the class.*

Find out about an NGO, non-profit organisation or charity which operates or is based in your country. Prepare a short oral report, including the following points: the type of organisation and its structure; its main areas of operation; its funding and how it spends the money; details of a current project or scheme.

Practical class №10. Marketing communications for special audience.
Main issues.
1. Corporate advertising and the impact on employees.
2. Name the roles of internal marketing communications?
3. Explain the Internal communication matrix&
4. Is it possible to improve Internal corporate communications with the help of employees.

Assignment for the class.
Discuss the following questions.

1 What is most important for you, a high salary or career opportunities for the future?

2 What examples of a 'glass ceiling' can you think of?

3 What are the most common fringe benefits in your country or the organisation you work for?

4 What do you think makes a good work-life balance?

5 Would you prefer to work in an open-plan office or would you prefer it if managers had their own personal office? Why?

6 What do you think about appraisal systems? What are the positives and negatives in your opinion?

7 Which people in society benefit from being able to work flexitime? Can you think of any jobs where people couldn't work flexitime?

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2.2 Materials for laboratory classes

The 4th semester

Laboratory class №1. Theoretical bases of integrated marketing communications

Main issues.

DESIGN YOUR MARKETING BUSINESS MODEL. First reinvent your business model. A unique business model is the most powerful way to create a sustainable advantage. These resources will help you structure, discuss & develop your business ideas.

Assignment for the class.

Visit these websites and design your first business model.

1. «Business Model» — Learn how to use the business model canvas and design a game-changing business. This step-buy-step guide will help you to reframe and reinvest your business model — free templates available.

2. «Lean Canvas» — If you're a new venture then you should use the Lean Canvas Model. It's specifically designed for startups. This step-by-step guide will help you uncover the winning formula to create your business model - includes free downloadable pdf templates.

3. «Business Model Generation» — This is the original business model generation book by Alexander Osterwalder and Yves Pigneur. A great read if you want to take a deep dive into business modeling.

4. «Value Proposition Canvas» — Creating a compelling value proposition can make the difference between success and failure.

Laboratory class №2. Theoretical bases of integrated marketing communications

Main issues.

DESIGN YOUR MARKETING BUSINESS PLAN. With hundreds of free business plans and sample of business plans available online, you can have an easy access to new ideas, concepts, business plans and spreadsheets.

Assignment for the class.

Visit these websites and design your first business plan.

1. «Bplans» — You need to create a business plan, but you don't want it to be boring or a book sized manuscript. Bplans provides a massive resource of plans, templates and advice on how to create a succinct and thorough plan.

2. «Orpah's One Page Templates» — Get one-page business plans for a small consulting business, a boutique clothing company and a nonprofit organization.

3. «Free Microsoft Excel Sheets (Microsoft)» — Microsoft has a bunch of useful Excel templates ready to go. These are simpler than most but can help you crunch some numbers and test if your ideas are profitable.

4. «Free Excel Templates» — Another large range of Excel templates that can help you to formulate your finances for your business.

5. «Google Sheets» — Google sheets is a free and easy to use set of sheets that can be used collaboratively.

Laboratory class №3. External conditions for implementing integrated marketing communications

Main issues.

DESIGN YOUR MARKETING PRODUCTIVITY. Tweaking productivity will help you massively improve your outcomes. Each time you tweak your productivity you move the dial and start to perform better. There are a ton of tools out there, but these are considered the best.

Assignment for the class.

Visit these websites and improve your marketing productivity.

1. «Evernote» — Evernote is one of the best productivity tools because it is so versatile. As an example, you can use Evernote to create notes, organise lists, set reminders, and upload attachments.

2. «Things3» - Things3 can help organize your whole life, not only including your to-dos, but also ideas, projects, and other areas of your life.

3. «Harvest» — A browser extension that gives you an honest report what things eat up your time and how much you spend on each of them.

4. «SimpleNote» —This is a light, clean, and uncluttered way to focus on your thoughts and make notes.

5. «Unroll.Me» — Unroll.me cleans up your inbox by categorizing your subscriptions in the form of a virtual roll-up.

6. «Sanebox» — An ideal tool to help you clean up your inbox.

7. «Boomerang» —This is a brilliant email management application for Gmail that schedules and set email reminders.

Laboratory class №4. External conditions for implementing integrated marketing communications

Main issues.

DESIGN HOW YOU COLLABORATE. There are lots of tools that help you work with other people either remotely or in your organization, some are easier than others. I've picked the best tools to make it easy to collaborate, communicate and innovate.

Assignment for the class.

Visit these websites and improve your marketing collaboration.

1. Mural—A tool to help teams collaborate visually to better understand problems, develop concepts and innovate.

2. Flowdock—A collaborative communication tool for teams and is particularly suited for startups and small businesses.

3. Slack — My number one tool for working with teams. Slack has an amazing suite of integrations including Trello, Asana and more.

4. Flock—a perfect tool for startup teams who want things to be integrated from day one.

5. Demio - makes it easy to create, market, and host webinars

6. Zoom —A perfect way to hold video meetings with your team, partners and clients.

7. Streak —Manage customers directly inside your email.

8. DoneThis — Daily check ins and progress reports that help you track your own progress as well as your teams.

9. Trello— Visual project management that utilizes boards, lists, and cards.

10. Asana—A tool for teams that need to organize workflows, stay focused on goals, projects, and daily tasks.

11. Loom -Instantly create and share videos.

Laboratory class №5. External conditions for implementing integrated marketing communications

Main issues.

RETHINK YOUR PROJECT MANAGEMENT. Did you know that making progress in business is a key motivator for individuals and teams? Every company runs projects, but how well they manage them affects budgets, timelines, clients and team morale. Reinvent how you manage projects using these tools.

Assignment for the class.

Visit these websites and improve your project management.

1. ProofHub — A versatile project management system used by leading organizations like NASA, Disney, Taco Bell and many more.

2. GanttPRO — One of the best pm software, appreciated already by 250k project managers.

3. Celoxis — plan and track their portfolios, projects, tasks, resources, timesheets, issues and risks from one place.

4. Proworkflow — Asimple project management tool that well designed.

5. Monday—A project management solution with a great interface — perfect for small and medium-sized teams.

6. Wrike —A cloud-based project management and collaboration toolkit with all the features you need.

Laboratory class №6. Managing marketing communications

Main issues.

DESIGN YOUR CUSTOMER EXPERIENCE. Delivering outstanding customer experiences is recognized as a strategic advantage by prestigious consulting firms such as Boston Consulting Group, McKinsey and Deloitte. But how do you produce great experiences? These resources will help you identify what customers want and how to design customer experiences.

Assignment for the class.

Visit these websites and design your customer experience map.

1. Map Your Customer Journey — A guide to mapping customer experiences plus free templates.

2. Design Event Experiences — A guide to creating event experiences that people want to attend — includes free templates.

3. Marketing Growth Blueprint — A growth focused guide to planning your customer journey — free templates included.

4. Survey Anyplace — one of the best tools to engage your customers and at the same time learn more about their preferences.

5. Jypeform— One of the simplest form builders — powerful, light and robust for customer data collection.

6. Crazy Ege — see how customers use your website through heatmaps and analytics.

7. CustomerLabs - a platform that organizes and makes sense of large sets of data without the need for data scientists.

8. The Experience Economy —A book that examines all the essentials of creating compelling customer experiences.

9. The Experience-Centric Organization — A book that focuses on how to create a customer centered company.

10. Delivering Happiness —A classic book about how to create a culture that links employee and customer happiness.

Laboratory class №7. Managing marketing communications
Main issues.
DESIGN YOUR MARKETING. Marketing is an experiment. Your customers are continually evolving and so is the competition. To stay ahead you need to gain a much deeper understanding of your customers. Surveys lie. The ultimate test is if a customer buys and then remains loyal e.g. returns or remains as a subscriber. These are some of the best tools for marketing in todays fast paced environment.

Assignment for the class.
Visit these websites and design your customer experience map.

1. InVision — Mockup designs quickly and test different user experiences.

2. VWO - Create delightful digital experiences for your customers and increase conversions across the entire customer journey.

3. Hull—Isa platform that pulls data across multiple sources so you get a much deeper understanding of your customers.

4. MobileMonkey —chatbots are here to stay and the research shows that they convert at much higher rates than email.

5. Keynotopia —A unique tool that uses PowerPoint and templates to help you quickly design user interfaces.

6. WordLift —- Search Engine Optimization matters to how you rank on Google. This tool uses Al to help you improve your traffic.

7. MarketMuse -A platform that uses Al to find out the content ideas, competitor analysis and much more.

8. Zalstar — Use Al to optimize your Facebook ads and improve your ROI.

9. SproutSocial — One of the best all round tools to help you easily manage your social media across multiple channels.

10. Adzooma-—A platform to help you easily track and optimize your ad spend on Google, Bing and Facebook

Laboratory class №8. Managing marketing communications
Main issues.

DESIGN THE GROWTH OF YOUR BUSINESS. Growth comes from experimentation, cycling through tactics and scaling those that are successful. A data-driven marketing approach aligned to rapid testing can maximize your marketing spend and improve the core revenue model. These resources can help you with new ideas and the latest tactics to fuel your growth.

Assignment for the class.

Visit these websites and design the growth of your business. Make report about one of these books and events.

1. «Growthhackers» — An open community that share tips on growth.

2. «Hooked» —The techniques that large apps and software companies use to make users addicted.

3. «Zero To One» - This book describes how you can create a new market from scratch.

4. «The Lean Startup» — The book that started the movement on lean startup methods.

5. «Scaling Up» — Scaling Up is written for growing startups who want to take the next step to dominate their market.

6. «Influence» — One of the most important books you will ever read about how to influence customers.

7. «GrowthHackers Conference» - An annual conference with a host of key talks centered on the latest growth tactics.

8. «Viral Loop» — A book that examines why some companies go viral and others don't.

9. «Growth Hacking Reddit» -A community on Reddit that share tips, tools and tactics on growth hacking.

10. «Contagious» —A book that helps you to understand how to create emotionally engaging content that has the potential to go viral.

The 5th semester
Laboratory class №1. The tools of marketing communications
Main issues.

REIMAGINE LEAD GENERATION. Lead Generation is the life blood of any business. These resources will help you to acquire more leads as well as improve conversion rates.

Assignment for the class.

Visit these websites and *reimagine lead generation* for your business. Make report about it.

1. Webinarlam — Webinars are great for engaging an audience, they are also a powerful tool for converting customers.

2. Dux-Soup—A tool that automates finding, attracting and engaging with prospects on LinkedIn.

3. Crystal — Crystal gives you a personality profile and tips on how to best interact with this person based on their social profile.

4. Hunter—A tool that helps you find someone's email address.

5. Propect.io—A sales automation platform for teams.

6. Leadpages —A powerful landing page builder that will dramatically improve your conversion rates.

7. Instapage - Another landing page builder with a ton of features to easily create and AB test landing pages.

8. FOMO-A brilliant tool that provides social proof and trust to help you improve conversions.

9. Clearbit— Learn more more about your current users or your leads - discover who visited your website.

10. Viral Loops — Turn your current customers into brand ambassadors and bring in new users.

Laboratory class №2. The tools of marketing communications

Main issues.

REINVENT YOUR BRAND REACH. One of the best ways to extend the reach of your brand is through influencers and the press. These are some of the tools you can use to find influencers that are right for your brand and connect with journalists.

Assignment for the class.

Visit these websites and reinvent your brand reach.

1. Eamebit —A platform that helps brands find, connect, and collaborate with influential content creators on YouTube..

2. GroupHigh —A find bloggers easily for your outreach campaigns.

3. Hypr—For brands who are targeting audiences across Facebook, Twitter, Instagram, YouTube, and Pinterest.

4. HARO- provides journalists with a robust database of sources for upcoming stories.

5. Journoreguests — Respond to journalists looking for quotes or expert source.

6. OnePitch — connects newsworthy articles with the right journalists.

Laboratory class №3. Traditional and digital media as a part of marketing communications

Main issues.

RETHINK YOUR CREATIVITY. Being creative is one of the essential skills when reinventing your business or life. It is also an amazing way to reconnect

with who you are and be reminded of what you can achieve when you ignite your creativity.

Assignment for the class.

Visit these websites and rethink your creativity for your business.

1. The Accidental Creative — A quick, but entertaining read on how to generate brilliant ideas at a moment's notice.

2. Collective Genius — A manual on creative collaborations by an outstanding world-class scholars and creative thinkers.

3. Creative Confidence — Often we don't need to improve our creative thinking. Instead, we need to grow confidence in our ability.

4. Paper—one of my favorite tools for playing with ideas.

5. Creative Problem Solving —A free course to challenge your old patterns and ways of thinking.

6. Play—Acourse to help you remember how to stimulate your brain through play.

7. Ignite Your Everyday Creativity - A course is to help you recognize, develop and act upon the creativity that you already possess.

Laboratory class №4. Traditional and digital media as a part of marketing communications

Main issues.

REINVENT YOURSELF - INSPIRATIONAL WEBSITES. Delivering outstanding customer experiences is recognized as a strategic advantage by prestigious consulting firms such as Boston Consulting Group, McKinsey and Deloitte. But how do you produce great experiences? These resources will help you identify what customers want and how to design customer experiences.

Assignment for the class.

Visit these websites and *reinvent* your business.

1. Morning Cup — A weekly dose of insight on Friday morning that completes the week quickly and simply.

2. 99U — An award-winning blog with insights on productivity, organization, and leadership with ground-breaking ideas.

3. Awwwards — Website awards that recognize the best web designers, developers and agencies.

4. Jedtalks —TED is a small nonprofit devoted to Ideas Worth Spreading through their video website.

5. Designinspiration — A source of inspiration where people showcase some remarkable creative work.

6. TheDoLectures —A simple idea - people who Do things can inspire the rest of us to go and Do things, too.

7. Life - The breathtaking site that hosts pictures that tell stories.

Laboratory class №5. Traditional and digital media as a part of marketing communications

Main issues.

REINVENT YOURSELF - COURSES & PODCASTS.

Assignment for the class.

Visit these websites and find new courses for your business.

1. Acumen— Global learning community for social change leaders with nearly 20 free online courses.

2. Coursera — Online courses from top universities.

3. Harvard — Free online courses from Harvard.

4. Khan Academy —Free online courses on lots of different subjects and many different levels.

5. Edx — Over 2500 online courses from top universities.

6. The Pitch —A podcast where early-stage startups pitch their company and three investors give real feedback.

7. Seth Godin Startup School — Godin guides 30 entrepreneurs through building and running their dream business.

8. Founder Coffee — Jeroen Corthout has coffee every three weeks with a different founder.

9. AskGaryVee — Entrepreneur Gary Vaynerchuk answers questions about marketing, social media, and entrepreneurship.

10. Tim Ferris Show —A ton of great value in this podcast. It's consistently one of the most-downloaded business podcasts out there.

Laboratory class №6. Marketing communications for special audience

Main issues.

Burnout in marketing is not productive.

It's important to not spend too much time hunting around the internet for information so when you find some good sources for trends, they become valuable. I'm often reminded that we need to relax and pay attention our thoughts, feelings and to make-time for ourselves, our friends and family.

Assignment for the class.

Visit these websites and *write a report about it*.

1. Lastpass — Store all your passwords and have forms in one place - safely.

2. Noisli— A bank of sounds to help you relax and focus your mind.

3. Zapier —Connect your tools and create systems that save you lots of time and improve your productivity.

4. Headspace —An app that will help you relax and tune back into yourself.

5. ReallyGoodEmails —A collection of brilliant and well-designed emails.

6. Skimm — A snap with the most important news you need to know to start your day.

7. Trendwatching - One of the best resource in the world for free consumer trend reports.

8. FastCompany—A collection of gam-changing ideas and news.

Laboratory class №7. Marketing communications for special audience

Main issues.
These are a few marketing tools I use and recommend to clients.
Assignment for the class.
Visit these websites and *write a report about it*.

1. WordPress — I use WordPress simply because it is flexible and easy to use.
2. Cloudways — Use Cloudways a fast & flexible web hosting service.
3. Convertkit — This is one of the easiest and best email marketing systems you can use.
4. Astra Pro— Easy to use and fast WordPress theme.
5. Elementor — One of the simplest ways to quickly build a website or landing page.
6. HelloBar—A powerful way to show notifications on your site that customers encourages clicks.

Laboratory class №8. Marketing communications for special audience
Main issues.
These are a few marketing tools I use and recommend to startups.
Assignment for the class.
Visit these websites and *write a report about it*.

1. WebinarJam - The best Webinar platform for leads and much more by a mile.
2. Everwebinar— Put webinars on autoplay and generate leads while you sleep.
3. SerpStat— The main tool | use for SEO — keyword research and link tracking.
4. Instapage — The best landing page tool to help you launch new products and optimize conversion.
5. Leadpages — I recommend Leadpages to clients and use it on projects.

3. KNOWLEDGE CONTROL

3.1 Questions for the exam

1. DRIP elements of Integrated Marketing Communications.
2. Interruptive and magnetic marketing.
3. Benefits of integrated marketing communications
4. Constituents of the Integrated Marketing Communications. Advertising.
5. AIDA and SOSTAC in Affiliate Marketing.
6. Synergy and its types
7. Constituents of the Integrated Marketing Communications. Sales Promotion.
8. Benchmarking and its types.
9. Word of mouth communications and customer evangelism
10. Constituents of the Integrated Marketing Communications. Personal Selling.
11. Leasing and its types.
12. The 4Es and 4Cs of integrated marketing communications
13. SMART Marketing objectives.
14. Constituents of the Integrated Marketing Communications. Public Relations.
15. Efficacy – efficiency- effectiveness
16. Outsourcing, Outstaffing and Crowdsourcing in marketing.
17. Constituents of the Integrated Marketing Communications. Direct Marketing.
18. The four principles of effectuation
19. Marketing Communications vs Integrated marketing communications.
20. Major points in branding - POD and POP.
21. Features of integrated marketing communications
22. DMC audience contact tools.
23. Main Mechanisms and Factors used in the Process of Socialization in Advertising
24. Main features of content marketing
25. USP and its specific features.
26. The essence of Affiliate Marketing
27. Summary of factors encouraging integrated and digital marketing communications
28. Pros and Cons of Affiliate networks.
29. Osterwalder`s business model.
30. Barriers to integrated marketing communications
31. SMM and its benefits.
32. Problem of Discrimination in digital marketing and advertising.
33. Channel-neutral planning and omnichannel approach

34. Types of discrimination in digital advertising.
35. PESTEL and SWOT in Integrated Marketing Communications.
36. Brand element choice criteria
37. DRIP elements of Integrated Marketing Communications.
38. Interruptive, magnetic and viral marketing
39. Main brand elements
40. Constituents of Integrated Marketing Communications. Product placement.
41. AIDA and SOSTAC in Affiliate Marketing
42. Types of brand names
43. ZMOT model in Integrated Marketing Communications.
44. Magnetic (content) marketing.
45. Brand Elements: Color & Taglines. Rules about color.
46. Constituents of the Integrated Marketing Communications. Viral marketing.
47. SOSTAC in Affiliate Marketing.
48. Types of taglines
49. Constituents of the Integrated Marketing Communications. Copywriting.
50. Benchmarking and its types.
51. The role of packaging in communication process
52. Constituents of the Integrated Marketing Communications. SEO.
53. Leasing and its types.
54. Six principles of persuasion
55. SMART Marketing objectives.
56. Constituents of the Integrated Marketing Communications. CRM.
57. The Elaboration likelihood Model
58. Outsourcing, Outstaffing and Crowdsourcing in marketing.
59. Constituents of the Integrated Marketing Communications. Banner adds.
60. Rebranding and repositioning.

3.2   Questions for the credit
1. AIDA in Affiliate Marketing
2. SOSTAC in Affiliate Marketing.
3. Benchmarking and its types
4. Constituents of the marketing communications. Product placement.
5. Constituents of the marketing communications. Advertising.
6. Constituents of the marketing communications. Banner adds.
7. Constituents of the marketing communications. Copywriting.
8. Constituents of the marketing communications. CRM.
9. Constituents of the marketing communications. Direct Marketing.
10. Constituents of the marketing communications. Personal Selling.
11. Constituents of the marketing communications. Public Relations.
12. Constituents of the marketing communications. Sales Promotion.

13.   Constituents of the marketing communications. SEO.
14.   Constituents of the marketing communications. Viral marketing.
15.   Consumers` attitude towards advertising: six factors model
16.   Digital Marketing communications vs Integrated marketing communications.
17.   DMC audience contact tools.
18.   DRIP elements of digital marketing communications.
19.   Interruptive and magnetic marketing.
20.   Leasing and its types.
21.   Main Mechanisms and Factors used in the Process of Advertising on Internet
22.   Factors used in the Process of Socialization in Advertising
23.   Osterwalder`s business model.
24.   Outsourcing, Outstaffing and Crowdsourcing in marketing.
25.   PESTEL and SWOT in digital marketing communications.
26.   Problem of Discrimination in digital marketing and advertising.
27.   Pros and Cons of Affiliate networks.
28.   SMART Marketing objectives.
29.   SMM and its benefits.
30.   The essence of Affiliate Marketing
31.   Types of discrimination in digital advertising.
32.   USP and its specific features.
33.   ZMOT model in digital marketing communications.

3.3   Curriculum for the discipline

Topic 1. Theoretical bases of integrated marketing communications. Introduction to marketing communications. The concept of marketing as an exchange. The tasks of communication in exchange transactions. Marketing communications and the process of exchange. Defining marketing communications. The marketing communications mix. The key characteristics of the communication tools. Effectiveness of the communication tools. Context and marketing communications. Communication differences for B2B and B2C.

Communication theory. Classification, levels and functions of communication. Communication channels: personal, social, media, Internet technologies, mobile technologies. A linear model of communication. Realms of understanding communication process. Influences of the communication process. Word-of-mouth communications. Process of adoption. Process of diffusion. Interaction and interactivity in communications. Relational approaches to communications. Network approaches to communications.

The marketing communications industry. Genesis of the term «integrated marketing communications». Goals, principles and features of integrated marketing communications. The importance of integration to increase the efficiency of marketing communications. Structure of integrated marketing communications: advertising,

public relations, personal sales/direct marketing, sales promotion. Dimensions of the country marketing communications industry. Structure and development of the Belarus marketing communications industry. Agency operations. Client/agency relationships. Agency remuneration.

Ethics in marketing communications. Ideas in business ethics. The scope of ethical issues in marketing communications. Advertising as mass manipulation. Vulnerable groups. Privacy and respect for persons. Taste and decency. Hospitality, incentives, inducements, and bribery and extortion. Ethical influence of supervisory and reward systems in sales management. Ethical decision-making models in marketing.

Topic 2. External conditions for implementing integrated marketing communications. Cognitive theory. Personality. Psychoanalytic theory. Trait theory. Marketing and perception. Behavioural and cognitive learning. Attitude components. Using marketing communications to influence attitudes. Environmental influences on buyer information processing.

Customer decision-making. A general buying decision-making process. Types of consumer decision-making. Perceived risk. Involvement theory. Hedonic consumption. Consumer decision-making processes. Impact on marketing communications. Organisational buying decision processes. Unifying models of buyer decision-making.

Marketing: relationships and communications. The value concept. Development of relationship marketing. Key differences between transactional and relationship marketing. Principles of retention. Social exchange theory. Social penetration theory. Interactional theory. Building marketing relationships. Elements of institutional trust. Online trust and security. Customer loyalty and retention. Types of loyalty. Communication during the customer lifecycle.

The emergence of marketing communications. Sequential models of advertising (AIDA). Hierarchy of effects models. A cognitive processing model. The Elaboration likelihood model. Communication matrix. The five features of a dialogical orientation. Developing significant value.

Factors influencing the formation of integrated marketing communications at micro and macro levels. Structure of the socio-cultural environment. Culture and subculture: beliefs, values, customs. Dominant and secondary values. The basic factors in the formation of subcultures: material culture, social institutions, belief system, aesthetic views, language.

Topic 3. Managing marketing communications. Elements for integration in IMC strategy. Communication tools: messages, marketing mix, branding, technology, strategy. Perspectives on IMC. Reasons for the developing interest in IMC. Resistance to integration on IMC. Media-neutral planning. Action areas within the Open Planning approach. Client structures and IMC. Duncan-Moriarty categories of relationship drivers. An incremental approach to IMC. Osterwalder`s business model.

Market segmentation. Bases for segmenting markets. Marketing communications strategy. The 3Ps of marketing communications strategy. A pull-positioning strategy. A push-positioning strategy. A profile-positioning strategy. Marketing communication strategic eclipse. Internet strategies used by retailers. Developing a marketing

communications plan. Elements of the plan: context analysis, communication objectives, marketing communications strategy, coordinated promotional mix (methods, tools and media), resources (human and financial), scheduling and implementation, evaluation and control, feedback.

The role of objectives in corporate strategy. The sales school. The communications school. Model Dagmar: Defining Advertising Goals for Measured Advertising Results. A hierarchical model of the communications process: awareness – comprehension – conviction – action. Derivation of promotional objectives. SMART objectives: specific, measurable, achievable, relevant, targeted and timed. The development of the positioning concept. Perceptual mapping. Positioning strategies. Repositioning.

Financial resources for marketing communications. Trends in communication expenditure. The role of the communication budget. Benefits of budgeting. Difficulties associated with budgeting for communications. Models of appropriation. Theoretical approaches: marginal analysis and response curves. The main methods of expenditure: arbitrary, inertia, media multiplier, percentage of sales, affordable, quantitative, and objective and task. Appropriation brand types. The value of brand communications. Profit impact on market strategy (PIMS). Budgeting for the other elements of the communication mix.

The role of evaluation in planned communications. Four dimensions of IMC. Advertising. Pre-testing unfinished advertisements. Focus groups. Consumer juries. Projective techniques. Theatre tests. Physiological tests. Recognition tests. Principal readership scores. Using technology to evaluate sales promotions.

Branding and the role of marketing communications. Brand characteristics. Brand facets. Benefits of branding. Brand portfolios: architecture and forms. The strategic role of branding. The strategic dimensions of branding. The role of marketing communications in branding. Brand building through advertising. Brand building through below-the-line techniques. Business-to-business branding. Online branding. Virtual brand communities. The concept of brand equity. Five approaches to measuring brand equity. Measuring the fulfilment of brand promises.

Managing corporate reputation: identity and branding. Corporate identity and corporate branding. Corporate brand criteria. Source of rebranding. Differences between product and corporate brands. The corporate identity process. Corporate communications. Symbolism. Dimensions of corporate image. Corporate reputation. Understanding the tasks of corporate identity. Corporate perception gap. Strategy and corporate identity.

Topic 4. The tools of marketing communications. The role of advertising. Emotion in advertising. A preliminary model of consumer reactions to shock appeals. Advertising models and concepts. Four advertising frameworks. The strong and the weak theories of advertising. The alphabetical model of advertising. The FCB matrix. The Rossiter–Percy grid.

Messages, content and creative approaches. Establishing credibility. Credibility established by a spokesperson. User-generated-content (UGC). Message framing. Factors associated with message framing. Message framing for brand communication (MFBC) model. Message balance. Message structure. One- and two-sided messages.

Information-based appeals. Emotions- and feelings-based appeals. Advertising tactics. Informational motives. Transformational motives.

Sales promotion: principles and techniques. The role of sales promotion. A value orientation of sales promotions. A sales promotion typology as used in the commercial sector. Reasons for the use of sales promotions. Loyalty and retention programmes. The brand emotional loyalty pyramid. Five loyalty trends. The strategic use of sales promotions. Principal audiences and sales promotion goals.

Characteristics of public relations. Corporate public relations (CPR). Marketing public relations (MPR). Models of public relations. Dimensions of public relations. Public relations and relationship management. Objectives of a public relations plan. Media relations. Publicity and events. Lobbying. The development of corporate advertising. Reasons for the use of corporate advertising. Crisis communications. Common causes of disasters. Twin models of crisis management. Image restoration approaches. Internet crisis. Forms of cyberattack. Crisis roles for stakeholders. Integration of public relations in the communications mix.

Theoretical aspects of sponsorship. Dimensions of sponsorship interaction. Sponsorship relationship capabilities. Types of sponsorship. Sports sponsorship. Programme sponsorship. Arts sponsorship. Other forms of sponsorship. The role of sponsorship in the communication mix.

The role of direct marketing. Types of direct brand. Three forces for direct marketing. The role of the database. Levels of permission marketing. Direct response media: Direct mail, Telemarketing, Carelines, Inserts, Print, Door-to-door, Radio and television, The Internet and new media. Integration and direct marketing. Supporting the sales force. Multichannel selling.

Types of personal selling. The tasks of personal selling. Strengths and weaknesses of personal selling. Communication effectiveness. The main stages in the sales process. The buying formula. Sales force management and organisation. Antecedents of sales organisational effectiveness. Core business capabilities. Sales force size and structure. Geographic-based sales force. The breakdown method. The workload method. The sales potential method. Key steps in territory design. Three selling strategies. Sales force automation (SFA). The use of technology in sales. The future role of the sales force. The integration of personal selling with the other elements of the communications mix. Methods for evaluating the performance of personal selling activities. Evaluating the performance of a salesperson. Evaluating the performance of a sales force.

Exhibitions, product placement, field marketing and packaging. Characteristics of exhibitions and trade shows. Exhibitions as a form of marketing communications. Product placement. Placing products for entertainment. Field marketing. Essential features of field marketing activities. The communication dimensions of packaging.

Online communications. Banner ads. Web site effectiveness. Criteria to assess web site effectiveness.

Topic 5. Traditional and digital media as a part of marketing communications. Summary chart of the main forms of media. Print media. Broadcast media. Outdoor media. In-store media. Ambient media. Integrated media.

Key forms of digital media. The Internet. Database technologies. Multimedia. Mobile technologies. Business applications. Types of information systems and their classification. Interactive television. Video conferencing. Multichannel marketing with the help of different types of personalization. Strengths and weaknesses of web site-based communications. Four aspects of web site design. The 7Cs of the customer interface. 7Cs framework map. Online segments by Lewis.

Key differences between traditional and digital media. Comparison of information content. Future technologies and marketing communications. Dimensions of media convergence. Integrating traditional and digital media.

Interactive marketing communications. Interactive online advertising: Banner ads, Pop-ups, Microsites, Online video. Interactive online sales promotions. Interactive online direct marketing. Interactive online public relations. Interactive online personal selling. Search engine marketing. Pay-per-click searches. Email marketing. Three measures of email campaign success. Short message services (SMS). Word-of-mouth communication. Viral marketing. Four types of virtual community. The Customer Bonding Triangle framework. Four segments within virtual communities. Affiliate marketing.

Media planning and behaviour: delivering the message. Media switching behaviour. Media richness grid. Factors influencing the choice of technology. The differences between effective frequency and recency planning. Media usage and attitudes. Advertising attitudes for media determination. Planning, placing and measuring ads online. Online ad placement opportunities. Media source effects. Technical and reproduction characteristics of a vehicle. Media scheduling patterns.

Topic 6. Marketing communications for special audience. Types of cross-border organisations. Organisational frameworks. Key variables affecting international marketing communications. Culture and General trends in worldwide media. Cross-border communication strategy: adaptation, standardisation. Tools of the international communication mix (international public relations, packaging, trade shows and exhibitions, personal selling, international sponsorship, direct marketing). International advertising agencies. Features and benefits of using a portal within an advertising agency. Criteria for agency/client choosing. Stages of cross-border advertising development. Strategies associated with international advertising development.

Business-to-business marketing communications. Seven types of organisational decision-making risk. Networks and interorganisational relationships. The role of commitment and trust in relationship marketing. Characteristics of partnership success. Model of business-to-business marketing communications. Interorganisational communication. A model of communication for marketing channels. The relationships between channel conditions and the facets of communication. Communication quality. The b2b communication mix. Marketing tools and b2b. Media and b2b. Strategic account management. Three ways of managing key accounts. Comparison of relational models: Ford (1980), Dwyer (1987), Wotruba (1991), Millman and Wilson (1995), McDonald (2000).

Internal marketing communications. Member/non-member boundaries. Purpose of internal marketing and communication. The roles of internal marketing communications. Internal communication matrix. Internal corporate communication.

Brand engagement. Advertising and the impact on employees. Strategic credibility. Virtual internal learning. The credibility of the CEO. Internal communications: auditing and planning. Seven factors for internal branding. The consolidated internal branding framework. Procedures associated with a communications audit.

4. TUTORIAL SECTION

4.1 Recommended sources

Main sources

1. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. Fifteenth Edition. - New Jersey: Pearson Education Limited, 2021. - 832 p.

2. Lane Keller, K. Strategic Brand Management: building, Measuring, and Managing Brand Equity / K. Lane Keller. Fifth Edition. - New Jersey: Pearson Education Limited, 2022. - 600 p.

3. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. Fourth Edition. - London: Palgrave MacMillan, 2020. -492 p.

4. Miller, D. Building a StoryBrand: Clarify Your Message So Customers Will Listen / D. Miller. - New York: HarperCollins Leadership, 2020. - 240 p.

5. Formation of integrated marketing communications in the cooperative economy sector / S. A. Mamontov, V. V. Saliy, I. A. Schmidt, D. V. Glebova // Frontier Information Technology and Systems Research in Cooperative Economics. – Heidelberg : Springer International Publishing, 2021. – P. 869-877.

6. The digital communications strategy development as a factor of the brand identity promotion / M. Yanenko, M. Stepanov, L. Mironova [et al.] // Global Challenges of Digital Transformation of Markets. – New York : Nova Science Publishers, Inc., 2021. – P. 295-311.

7. Mandal, P. C. Small businesses: Strategies and initiatives for positioning and branding / P. C. Mandal // Research Anthology on Small Business Strategies for Success and Survival, 2021. – P. 227-237.

Additional sources

8. Andjelic, A. The Business of Aspiration / A. Andjelic. - Abingdon-on-Thames: Routledge, 2020. - 106 p.

9. Bertram, M. Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers / M. Bertram. - Ainsley & Allen Publishing, 2018. - 200 p.

10. Diehl, G.V. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible / G.V. Diehl. - Identity Publications, 2019.-274 p.

11. Podobed, N. A. Bespoke Trends in Infrastructure Development of EAEU / N. A. Podobed, Y. I. Enin // Экономический рост Республики Беларусь: глобализация, инновационность, устойчивость : материалы XVI Международной научно-практической конференции, Минск, 19 мая 2023 г. / Белорусский государственный экономический университет ; [редакционная коллегия: А. В. Егоров (ответственный редактор) и др.]. – Минск : ГУ «БелИСА», 2023. – С. 117-118.

12. Enin, Y. I. Marketing regulation of transport and logistics infrastructure of EAEU: Course of lectures / Y. I. Enin, N. A. Podobed, A. A. Pilutik. - Minsk: Law and Economy, 2020. - 136 pp.

13. Enin, Y. I. Directions of activation of internal trade within EAEU / Y. I. Enin, N. A. Podobed // Society and Economy. - 2019. - No. 11. - P. 70-77.

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