

Integrated Marketing Communication
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Lecture – 02
Defining Marketing Communication, Marketing, and IMC

Welcome back, and remember that word hope in the last session. Let's build everything around that for a while. Because now, we will be focusing on how to look at integrated marketing communication in a structured manner. And then, we will be coming towards the role it plays in the whole marketing scenario. You may call it process. So, let's look at how people look at it, how marketers look at it, and how customers should be looking at it.

So, let's pause for a while and think about why it is there? Why does marketing communication happen? The reasons are associated with what we want, or because marketers wish that communication stays in your mind. It should be, wherein it stabilizes. It would help if you did not forget that.

And then subsequently, it should bring in the recall. It stays; it brings in the memory. You remember things. There are beautiful, beautiful studies associated with that. One of my favorite explanations you will find in one of the most elaborative and eminent studies done by Professor Daniel Kahneman. He is a Nobel laureate and one of the greatest thinkers. He has elaborated upon how associative memory works? So, want to deep dive into this subject? Read one of the most read books in this world, written by professor Daniel Kahneman "Thinking fast and slow." And it is a beautiful book but coming back, so, once the message stays in your mind, it generates a recall and convinces you.

You start saying, yes, this is what I find suitable. That is the purpose. So, this is where marketing communication starts working; when you say yes, you feel convinced. You feel confident about wearing a mask. That is what marketing communication or communication, for that matter, is; you feel sure about "Do Gaz doori." You feel convinced, "drive safe; someone is waiting for you."

You feel convinced about getting a vaccination, getting vaccinated, I should say, you should feel confident about that. And once you get convinced, then definitely there is an element of persuasion associated with every communication, you start acting upon that. You watch some advertisement about a wristwatch, a mobile phone, an automotive, it takes you there, and it persuades you, so much, so that you go to the place or you start surfing for that, or you start

looking at the models which are available and then the process initiates. We will talk about these things and how marketing communication is related to consumer behavior later on, which is part of this course. How is it instigated? So, there are several models and theories and we will be referring to some of those.

But, again, it then persuades further, which means persuasion has several stages associated with itself. So, you take the first step and start getting references from people. Going to different kinds of users or talking to people about what you are thinking. People amongst you who have passed the college stages remember when they were looking for admission somewhere.

People passing through college stages remember those recent times when you were looking for options, and then it is almost the same as what we are talking of. You appeared for an exam, or let's say you filled up a form, and you wanted to fit in your desire with a particular kind, of course, you want to get from a specific type of an institution. And then you start taking references. You start reading about that institution, you start reading about the blogs, you start reading about the comments of the existing students, the alumni, and if someone is there you know you definitely contact the person. You go to the professors and counselors, advise you, guide you on. So, this is when you get persuaded further, and this is communication that is working.

You have heard of that somewhere. You have heard that name somewhere; you have listened to about a tagline associated with that institution somewhere. So, then it becomes a reference because once you have acted upon that, now you would be generating a connection. And if it has worked well and it has lived up to the expectations it has developed, you will become a positive reference.

And this element will slightly be elaborated on, as I said in the coming portions or parts of this course. So, look at this, starting from staying in your minds, it reaches to becoming a reference coming out of you as word of mouth basically, and now, you are generating that same process for someone else. Someone hears that, and you are becoming the part of that knowingly or unknowingly whatsoever kind of, and that is how the sequence goes.

That is how users become advocates for products or services or organizations. Many times, employees generate referrals. Because, again, employees also go through some processes, and we will be talking about how marketing communication is not just about customers and marketers. Marketing communication is also about employees and organizations.

What marketing communication is all about is we will be talking about. How marketing talks of internal marketing or marketing strength within the organization amongst the employees and so on, in a short while from now. So, you become a reference and this larger perspective should stay

in your mind because that will become a significant reason for your understanding of the subject in times to come.

This framework resolves many questions. And this framework is prevalent; you can find it on several websites or in several books or somewhere with slightly different kind of a sequence or, let's say, different types of relationships expressed through boxes and arrows. But essentially, the perspective is similar. So, after having gone through a stage of knowing, why IMC? Why we should understand IMC and why IMC is there, before I go ahead, look at these 3-4 lines and read these. Marketing communication is all about how to create, deliver, manage and evaluate messages associated with the marketing purpose. And that is what we were talking of starting from the first stage to become a reference kind of a thing. So, here you create, deliver, manage and evaluate messages associated with the marketing purpose.

And the words which we were referring to in the taglines which we have referred to in the earlier section of our discussion all are related to creating that magic, delivering that magic. We will be talking about how to provide and effectively provide that magic all around in due course of time in separate sections. But then managing how to repeatedly deliver that and then initiate an effect of that message is to be understood.

And then, when we say marketing, we must think of it within the frame of its definition. Now, here we need to understand what many of you would probably know what marketing is, but here we need to recall that for a short while. Because we are talking about marketing communication, we must understand what marketing is, or at least we must refer to what marketing is.

And this is a primarily accepted definition given by the American marketing association. Just go to their website; this definition is there. And the logic and the reasons for this definition are also there. The process through which they have developed this definition in due course of time is also there. So, the purpose of marketing says that marketing is the activity, set of institutions and process of creating, communicating, delivering, and exchanging offerings.

We are talking about this. A substantial portion of this definition exists within this definition of marketing and communication. For a short while, we are eliminating this. Just read this definition with the perspective of marketing as the activity, set of institutions, and process of creating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

But how would they know about this? Because you have eliminated communication and now just start thinking that you have a product, a service, a thought, an organization wants to hire an employee, but they do not wish to communicate about this, or they do not know how to do that.

Deliberately or unknowingly, communication is not there. Then, it stops, more or less it stops. At least for a more comprehensive, more extended range, it contains.

You can probably do that in local areas but also not without communication. You would be saying something to someone about what the purpose is and what this product and service is all about. So, again add this word back, and the whole of this thing starts working. So, I want to imply how important marketing communication is. I would not repeatedly be taking you back to that particular slide wherein you stay and become a reference we have just discussed.

But, go back there, try and associate that with this kind of a framework, and a definitional perspective, and you would immediately realize that we cannot do without that. And then you would recognize why billions of dollars are being spent on advertisements all through. It propels, works, then suddenly you would realize why, when cricket is shown on television, cricket is being played, and India is a cricket-loving country, so many organizations start releasing their advertisements during the matches. Suddenly you realize that those organizations are looking for your attention, and suddenly you know that cricket goes but that advertisement remains in your mind. You would remember who won; probably many cricket lovers would remember what happened during that time for a long time, but the advertisements would be placed in the memory of so many people, and that is where again magic of communication comes in.

Recently, we did very well in Olympics; we did exceptionally well in the Paralympics, and those have been the moments we have been so proud of. Such proud moments for all of us. We would remember those faces, those sportsmen, those people.

And I am thrilled to share with you that one of the stars of the recently played Olympics, "Vandana Kataria," stays very near to this place where IIT Roorkee is. She has made all of us proud. She was playing with the Indian hockey team, and she scored well. She is the most significant goal scorer, if I am not wrong, and the whole of the place is so proud of her; suddenly, I realized that so many organizations want to get associated with her.

I will be talking about this association later, but again, marketing communication comes into play. So, when you start choosing brand ambassadors, I will be talking about brand ambassadors and icons later on just to mention. So, when the team was playing at that particular time, we also had so many messages in, so many advertisements that created magic all around us.

Now, coming to this second part of this frame wherein comes delivering and exchanging offerings. An offering is a bundle of what that product, service or purpose carries actually. What have we referred to? So that bundle has value for customers, clients, partners, and society, and this value gets realized when it gets instigated through a message, and that product or service is

delivered or exchanged with the customers.

So, keep this definitional frame in mind and emphasize time and again now onwards that probably this could not have been in this particular form if we had removed this specific word communicating. Now, let us go to how does it flow? Marketing communication has two flows, more or less.

So, one is external flow directed towards customers, channel members, companies, and other agencies. Internal flow is directed towards company employees, departments, stakeholders, and stockholders.

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So, again as I said that communication works for all. So, look at the relevance of communication for all associated with an organization. And this is to define that it flows this way and that way as well. Not to specifically categorize that but to describe. And then, let us go to a specific definition of integrated marketing communication.

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This definition again is given by the American marketing association, not to mention, go to their website you will find that there is a beautiful a section there which carries the meanings of several words which marketing has. So that is also an important thing that you should go through, which will guide you through so many other concepts.

And which will keep motivating you to look into the different dimensions of how we communicate in the marketing world with a particular kind of vocabulary and how we should be interpreting words which we use now and then. Because many of you who are taking up this course are related to the subject, are practitioners, and many of you are just interested in knowing how this works. So, it will be a supportive kind of a thing for all of you.

So, IMC is defined as a planning process designed to assure that all brand contacts received by a customer or a prospect for a product service or organization are relevant to that person and consistent over time. We can talk about this framework or this definitional perspective for the day. But, it essentially means that IMC has a design perspective. It is a process that creates relevance, and it solves the purpose. It realizes the sense of the marketer or the person who sends the message, and the receiver similarly acknowledges that purpose. For Example, a marketer has a sense of telling a customer about the product; the customer gets that information, and imagines it, or an expectation gets generated in the customer's mind.

And that expectation is met by the same kind of objective emanated through this message by the

marketer. He wants to tell you that this product will be like this for you because he is targeting that product to you. And because he is foreseeing you as a target, he is messaging you about that product or service, keeping you in mind, and here you are taking it the same way he wants you to, and that is where the relevance comes in.

And that is precise what relevance means here, consistency. So, we will be deciphering this in due course of time as well, and I will come back to this when we talk of emerging trends in integrated marketing communication and what kind of purposes it solves? And how design thinking is associated with integrated marketing communication. I would be referring to this definition once more with a different aspect. But go through this, remember this, and surf about this more on the relevant website. Now, I will be taking you through 1 or 2 more definitions.

American association of advertising agencies talks about that IMC recognizes the added value of a comprehensive plan. Again, it is somewhat related to the earlier definition, which talks about IMC as a process. So, a comprehensive program that evaluates these strategic roles of advertising, direct response, sales promotion, and public relations. And combine those principles to provide clarity, consistency, and maximum communication impact.

And here also I want to talk about relevance when they talk about communication impact. But this definition is slightly ahead of or different. It talks about how it has deciphered some modes of communication—for Example, direct contact, advertising, and paid forms of communication through different mediums.

We will be talking about that, and sales promotion, and public relations. So, these are different modes. So, this definition has categorized the communication into different kinds of, you may say, carriers through which you reach the respondent or your target or the beneficiary when you are talking of society at large and so on.

And then again, in the marketing world, there are several great contributors, and professor Philip Kotler is one of those who has contributed immensely to this understanding developed around the marketing world. So, without mentioning his name, I do not feel like going ahead and the concept he says under which a company carefully integrates and coordinates its many communication channels to deliver a clear, consistent, and compelling message about the organization and its products.

The striking fact in these three definitions, which we have gone through until now, is that all three talk about relevance and consistency. It should flow invariably. It should remain that way.

We will be talking about or trying to understand this when we would be referring to positioning later on because you would realize that communication establishes the image of a product,

service, or organization in the minds of the target and that positioning should remain consistent. That is the most crucial part because you cannot change the positioning overnight.

Remember, you have a position of yourself in your friends' minds. They know you as someone, and you would not like to change it now and then until and unless it is not good. But the point is that if you have created an image in people's minds, you would love it, and it should remain like that, especially if it is a likable position that you have developed.

Because you are working for that, you are creating the image of yourself in the minds. Remember the kind of image you have made in the minds of your teachers, and you do not want that to be shaken up anyways. You want it to be there. Because that works, that works. That complements your efforts, and that particular positioning works when you become an advocate for that product or service or an institutional organization.

Because that lives along with you and many a times, you so much gel into that, that it is somewhat inseparable from you, you become a part of that organization or a product, or that product becomes a part of your life and so on. Many times starting from a very general product like toothbrush and toothpaste or shaving cream or a razor or a particular kind of a shoe or a specific kind of a slipper, to your favorite ice cream and burger, a particular brand of clothes to authors you like to directors and producers you want as far as the movies go, to stars, film stars wherein probably every movie star has not appeared in a film which is liked by all, but, if you want that movie star, you happen to watch almost every movie of that movie star, and that is where positioning perspective is.

So, this is the most critical element that communication tries to develop or should develop at the end of the day. So, now I will be coming to this last definition that is again comprehensive and will open up several kinds of thoughts in our minds in the coming session. Until then, I wish that all of you should go back to the sources of the definitions for the frameworks we have just discussed.

Try to find the relevance and consistency aspect and correlate that with the products and services around you. With the organizations where you are working and the institutions, you have studied up until now. Try to connect all these aspects and then return to the next session. Well, we will initiate that with this last portion given by Don Schultz of the Northwestern University of USA.

A very relevant kind of exposition or a definition that will add lots of meaning to our discussion. So, thanks for now. See you next time.