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# INSTRUCTOR SOLUTION MANUAL FOR

Advertising & Promotion 8CE Michael Guolla, George E. Belch, Michael A. Belch

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## Chapter 1-19

### Chapter 1: Integrated marketing Communication

#### Chapter Overview

This chapter provides an overview of advertising and promotion. The first section summarizes how marketing communication conveys marketing mix decisions. The promotional mix is introduced, and the firms involved in promotion planning and execution are highlighted. This chapter introduces integrated marketing communications (IMC) and discusses its evolution, a renewed perspective, and importance. Most marketers understand the value of strategically integrating the communication functions rather than having them operate autonomously and so this provides a foundation of the book's IMC perspective. A model of the IMC planning process is examined to illustrate the content of a promotional plan. Finally, the organization of the text that is consistent with the planning process is summarized.

#### Learning Objectives

1. Describe the importance of marketing communication within the marketing mix.
2. Identify the content of the promotional mix - advertising, sales promotion, public relations, direct marketing, digital, and personal selling – and summarize their purpose.
3. Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution, renewed perspective, and content.
4. Explain the IMC planning process model and express the steps in developing a marketing communication program.
5. Identify how the IMC planning process is continued throughout all chapters.

#### Chapter and Lecture Outline

##### I. MARKETING COMMUNICATION

This section reviews the definition of marketing and illustrates how advertising and promotion communicates the remaining elements of the marketing mix to support the AMA definition.

- A. **Marketing**— Most students have had a marketing course; however, it is helpful to remind them of definition of marketing. The American Marketing Association defines **marketing** as: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

A description of marketing should include a summary of the activities involved in the marketing process and the different types of companies that use marketing extensively, including both profit and nonprofit organizations. It is important to indicate that each element of the marketing mix includes several decisions. This reminder leads the way to identifying the text's scope. The marketing mix point highlights that marketing communication is responsible for drawing attention to product, price and distribution elements in the message received by the audience.

- B. **Communicating Product**—an organization exists because it has a product, service, idea or cause to offer. Discussion can focus on the value offered by the product and the fact that goods and services offer attributes and benefits that satisfy needs. Benefits are communicated as functional based on their features or attributes. They are also subjectively claimed in ads based on performance. And they are

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**Joacim Rocklöv**



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**Instructors Solutions Manual** Mark Hanna,2001-05-17      *Instructor's Solutions Manual, Quantitative Analysis for Management, Ninth Edition, Barry Render, Ralph M. Stair Jr., Michael E. Hanna* Michael E. Hanna,Ralph M. Stair,2006

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**Introductory Statistics** Neil A. Weiss,2002 Weiss Introductory Statistics is intended for a one or two semester introductory statistics course Students learn the core statistical concepts in an applied setting and can access more advanced topics multiple regression ANOVA and Experimental Design through chapters available on the WeissStat CD With advances in technology and new insights into the practice of teaching statistics the sixth edition can now easily fit the organization and pace of various course syllabi and technologies in use The book offers a flexible organization of content and has a more diversified emphasis on using technology such as Minitab the TI 83 Plus graphing calculator Excel and the Internet to investigate statistical problems NEW All New Design We have redesigned the text and now feature a four color format for improved readability and understanding NEW What Does It Mean This feature which appears throughout the book presents the meaning and significance of the statistical results in plain everyday language and emphasizes the importance of interpretation NEW Technology Coverage Students are introduced to technology at the section level with Minitab Excel and the TI 83 Plus

**Elementary Statistics** Neil A. Weiss,2008 Elementary Statistics Seventh Edition is appropriate for someone learning introductory statistics who has experience with algebra Elementary Statistics is thorough and precise and uses real data extensively Readers find the book readable and clear and they appreciate that the math level is right for a diverse population The book thoroughly explains then illustrates concepts through an abundance of worked out examples The Nature of Statistics Descriptive Statistics Organizing Data Descriptive Measures Descriptive Methods in Regression and Correlation Probability and Random Variables The Normal Distribution The Sampling Distribution of the Sample Mean Inferential Statistics Confidence Intervals for One Population Mean Hypothesis Tests for One Population Mean Inferences for Two Population Means Inferences for Population Proportions Chi Square Procedures Analysis of Variance ANOVA Inferential Methods in Regression and Correlation For all readers interested in Elementary Statistics

**The United States Army and Navy Journal and Gazette of the Regular and Volunteer Forces** ,1910

*Business Books and Serials in Print* ,1977 *Paperbound Books in Print* ,1992 *El-Hi Textbooks in Print* ,1981

**Films and Other Materials for Projection** Library of Congress,1978 [Scientific and Technical Books and Serials in Print](#) ,1984

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