

Preface

Acknowledgements Publisher's  
acknowledgements

Part 1 Introduction to marketing communications

## **Introducing marketing communications**

Aims and learning objectives

Case: Sensodyne Pronamel Introduction

The concept of marketing as an exchange Marketing  
communications and the process of exchange The scope of  
marketing communications The role of marketing communications  
The tasks of marketing communications Defining marketing  
communications Environmental influences Internal influences  
Market influences External influences The marketing  
communications mix Criteria when devising a mix Control  
Financial resources

Audience size and geographic dispersion Media  
behaviour and preferences Communications tasks  
Communications differences Message reception  
Number of decision-makers The balance of the  
communications mix Specificity and integration  
Variety of media Content Message origin  
Length of purchase decision time Negative  
communications Target marketing and research  
Measurement and evaluation Marketing  
communications goals

*Key points Review questions References*

## **Communications: forms and conversations**

Aims and learning objectives Case: British Heart Foundation:  
Vinnie - stayin' alive! An introduction to the process of  
communications A linear model of communications

Source/encoding Signal

Decoding/receiver

Feedback/response

Noise

Realms of understanding Factors that influence the  
communications process The influence of the media The influence  
of people The influencer model of communications Interactional  
model of communications Word-of-mouth communications  
Definition and motives Opinion leaders Opinion formers Opinion  
followers Developing brands with word-of-mouth communications  
Amplification

Relational approaches to communications Network approaches  
to communications Process of adoption Process of diffusion

*Key points Review questions References*

## **Audience insight: information processing and behaviour**

Aims and learning objectives

Case: The intellectual Alibi - or how the Dacia challenged conventional perceptions of value  
Introduction Information processing Perception

Marketing and perception Learning Attitudes Decision-making  
Consumer purchase decision-making process Organisational  
decision-making process Fear and perceived risk Involvement  
theory Impact on communications

Other approaches Hedonic consumption Tribal consumption  
Behavioural economics

*Key points Review questions References*

## **How marketing communications might work**

Aims and learning objectives

Case: McCain - Ready Baked Jackets

Introduction

The strategic context

Engagement and the role of marketing communications How does marketing

communications work? HMCW Interpretation 1: Sequential models HMCW

Interpretation 2: Changing attitudes HMCW Interpretation 3: Shaping

relationships HMCW Interpretation 4: Developing significant value HMCW

Interpretation 5: Cognitive processing

*Conclusion Key points Review questions References*

Part 2 Managing marketing communications

## **Marketing communications: strategy and planning**

Aims and learning objectives

Case: The London Olympics - a strategic success

Introduction

Marketing communications strategies

MC strategy interpretation 1: Positioning strategies MC strategy

interpretation 2: Audience strategies MC strategy interpretation 3: Platform

strategies MC strategy interpretation 4: Configuration strategies Planning

marketing communications

The marketing communications planning framework

Elements of the plan

Context analysis

Communications objectives

Marketing communications strategy

Coordinated communications mix

Resources

Scheduling and implementation

Evaluation and control

Feedback

Links and essential points

*Key points*

*Review questions*

*References*

## **Marketing communications: objectives and positioning**

Aims and learning objectives Case: Petplan introduction

The role of objectives in corporate strategy

The role of brand communications objectives and plans

The sales school

The communications school

Derivation of campaign objectives

Setting realistic marketing communications objectives

Business objectives

Behavioural objectives

Intermediate objectives

SMART objectives

Positioning

The positioning concept

Managing positions

Perceptual mapping

Positioning strategies

Product features

Price/quality Use

Product class dissociation User

Competitor Benefit

Heritage or cultural symbol Repositioning

*Key points Review questions References*

## **The communications industry: structure, operations and finance**

Aims and learning objectives Case: The Kasiisi Project Introduction

Dimensions of the UK marketing communications industry

Structure and development of the UK marketing communications industry

Agency types and structures

Full-service or integrated agencies

Creative agencies

Media agencies

Digital agencies

Search agencies

Social media agencies

Direct marketing agencies

Branded content agencies

Experiential marketing agencies

Healthcare agencies

Outdoor agencies/out-of-home

Other communications agencies

Selecting an agency

Agency operations

Relationships

Client/agency relationships

Agency remuneration

Budgeting for communications

Trends in communications expenditure

The role of the communications budget

Benefits of budgeting

Difficulties associated with budgeting for communications

Budgeting - techniques and approaches

Which methods are most used?

Budgeting for the other elements of the communications mix

*Key points Review questions References*

## **Evaluation and metrics**

Aims and learning objectives

Case: Millward Brown - optimising a dramatic performance Introduction

The role of evaluation in planned communications

Advertising

Pre-testing unfinished ads Pre-testing finished ads Physiological measures

Post-testing

Inquiry tests

Recall tests

Recognition tests

Sales tests

Other methods of evaluation

Tracking studies

Financial analysis

Likeability

Marketing mix modelling

Public relations

Corporate image

Recruitment

Crisis management

Measuring the fulfilment of brand promises

Online communications

Mobile Social media

*Key points Review questions References*

## **Branding and marketing communications**

Aims and learning objectives Case: Branding at the Colruyt Group Introduction

Brand characteristics

The task of marketing communications in branding

Associations and personalities

Brand ambassadors

Delivering the brand associations

Brand delivery: above-the-line communications

Brand delivery: through-the-line communications

Brand delivery: below-the-line communications

Brand delivery: on-the-line communications

Brand delivery: around-the-line communications

Building brands with marketing communications

Business-to-business branding

Branding in an interactive environment

Employee branding

External communications

Internal communications

Intellectual and emotional aspects

Brand equity

*Key points Review questions References*

## **Integrated marketing communications**

Aims and learning objectives Case: Oreo cookies Introduction

The development of IMC

Reasons for the developing interest in IMC

What is to be integrated?

Communications tools

Messages Marketing mix Branding Strategy

Employees

Technology

Agencies

Definitions of IMC

Interpretations of IMC

Interpretation 1: IMC as harmonisation

Interpretation 2: IMC as a plan

Interpretation 3: IMC as a perspective

Interpretation 4: IMC as a portfolio

Interpretation 5: Relational IMC Structuring for IMC

*Key points Review questions References*

Part 3 The marketing communications mix

## **Advertising: role, forms and strategy**

Aims and learning objectives Case: IWM London - 'Flight of the Stories' introduction The role of advertising Defining advertising Selling propositions The use of emotion in advertising

Types of advertising Advertising models and concepts The elaboration likelihood model

Eclectic models of advertising The Strong and the Weak theories of advertising Using advertising strategically The FCB matrix The Rossiter-Percy grid Consumer-generated advertising

*Key points Review questions References*

## **Public relations: principles and practice**

Aims and learning objectives

Case: 'Pestaurant' - the world's first pop-up pest-only restaurant

Introduction

Which publics?

Characteristics of public relations A framework of public relations The press agency/publicity model The public information model The two-way asymmetric model The two-way symmetric model Public relations and relationship management Objectives of public relations Cause-related marketing Public relations: methods and techniques Media relations Press releases Press conferences Interviews Publicity and events Media catching Media and public relations Forms of public relations Lobbying Investor relations Corporate advertising Crisis communications

*Key points Review questions References*

## **Sponsorship**

Aims and learning objectives Case: Emirates Lions

Introduction

The growth and development of sponsorship Sponsorship objectives How sponsorship might work Theoretical aspects of sponsorship Types of sponsorship Sports sponsorship Broadcast sponsorship Arts sponsorship Other forms of sponsorship The role of sponsorship in the communications mix

*Key points Review questions References*

## **Direct marketing and personal selling**

Aims and objectives

Case: Everest - growing the number of appointments through marginal gain Introduction

The role of direct marketing Types of direct brand

Type 1: complementary tool Type 2: primary differentiator Type 3: sales channel Type 4: brand vehicle The growth of direct marketing Growth driver 1: technology Growth driver 2: changing market context Growth driver 3: changing organisational expectations The role of data Permission marketing Direct-response media Direct mail Telemarketing Carelines Inserts Print Door-to-door Radio and television Interactive media Personal Selling The tasks of personal selling The role of personal selling

When personal selling should be a major part of the communications mix Complexity Buyer significance Communications effectiveness Channel network factors The role of social media in personal selling Strategic account management Key account management Global account management

*Key points Review questions References*

## **Sales promotion, field marketing and brand experience**

Aims and learning objectives

Case: Lucozade Sport Conditions Zone

Introduction

Understanding the value of sales promotions The role of sales promotion Short termism Managerial accountability Brand performance Brand expansion Competition for shelf space Sales promotion plans: the objectives An overview of how sales promotions work Retention programmes Sales promotions: methods and techniques Field marketing Range of FM activities Brand experience and events

*Key points Review questions References*

## **Brand placement, exhibitions, packaging and licensing**

Aims and learning objectives

Case: Beyonce - how brand licensing influences popular music acts

Introduction

Brand placement

Characteristics of brand placement Placement issues Trade shows and exhibitions Reasons to use exhibitions Characteristics of exhibitions and trade fairs

Exhibitions as a form of marketing communications Multimedia and trade shows

Marketing management of exhibitions Hospitality and Events Packaging

The communications dimensions of packaging Licensing

*Key points Review questions References*

### **Messaging and creativity**

Aims and learning objectives

Case: John Lewis - 'Monty's Christmas'

Introduction

Message source

Establishing credibility

Credibility established by the initiator Credibility established by a spokesperson

Sleeper effects Structural elements in a message Message balance Conclusion

drawing One-and two-sided messages Order of presentation Message appeals

Information-based appeals Emotions- and feelings-based appeals Copycat

messaging Advertising tactics Informational motives Transformational motives

Creativity

Creativity and attention The importance of context The creative process The

creative code Message framing Storytelling

User-generated content (UGC) Sourcing content

*Key points Review questions References*

### **Media - principles and practice**

Aims and learning objectives Case: Foster's - 'Good Call' Introduction

Media classification - by form

Media classification - by source Media classification - by function Linear

media Print media Broadcast media Outdoor media In-store media Cinema

Ambient media Guerrilla tactics Interactive media

So, what are interactive media?

Core technologies

Characteristics of interactive media

Multichannel campaigns

Retailing in a multichannel environment

What interactive media enable users to do

Direct-response media

Key differences between linear and interactive media

*Key points Review questions References*

### **Social, search and other interactive media**

Aims and learning objectives Case: Greater Manchester Police

Introduction

Interactive media advertising Banner ads Behavioural targeting Native

advertising Pop-ups Microsites Rich-media ads Online video Online

gaming Search engine marketing Search engine optimisation Pay-per-click

searches Social media Social networks Web logs Microblogging Viral

marketing Podcasting Online communities Other forms of interactive

media Email marketing Short message service (SMS) Apps

Affiliate marketing Augmented reality

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### **Media planning: reaching audiences**

Aims and learning objectives Case: K&S: Window Vac Introduction Clutter

Media planning and the media mix Media switching behaviour Influential factors for

media selection Switching behaviour Vehicle selection Media planning concepts Reach

and coverage Frequency Gross rating point Effective frequency Recency planning

Media usage and attitudes Efficiency

Media buying: the block plan and automation The block plan Automation - programmatic The

cross-media mix Media source effects Scheduling Timing of placements

*Key points Review questions References*