Integrated Marketing Communications

For each of the following tools used in integrated marketing communications:

I. Describe the tool, its use, when it may be appropriate to use the tool, what can be the expected result of use, etc.

II. Then, go to the popular literature – magazines, newspapers, and similar media and identify examples of each type of tool.

III. Provide either the original, or a copy of the piece and describe how it works in light of your discussion on point 1, above.

A Reminder Advertisement

A Persuasive Advertisement

An Informative Advertisement

A Sales Promotion

An Example of Publicity in the media

An Advertisement using a Fear Appeal

Assignment IV 05 03