

# What is Integrated Marketing Communications?

## Worksheet

IMC is the strategic alignment of all promotional mix elements (advertising, PR, sales promotion, direct marketing, personal selling) to communicate a single, consistent message and achieve marketing objectives.

## Questions

1. Which of these is NOT typically part of IMC?

- A) Advertising
- B) Product pricing
- C) Social media
- D) Public relations

2. What is the primary benefit of integrated marketing?

- A) Lower advertising costs
- B) Consistent brand message across channels
- C) Guaranteed sales increase
- D) Faster product development

3. A customer sees a brand on TV, receives an email, and follows them on Instagram. This is

- A) Omnichannel retailing
- B) IMC in action
- C) Product differentiation
- D) Market segmentation

4. Which channel is best for building long-term brand loyalty?

- A) One-time TV ad
- B) Email newsletter + social media community + events
- C) Radio spot
- D) Billboards

5. Apple launches a new iPhone. How does IMC ensure consistency?

6. A startup targets eco-conscious millennials. How should IMC work?

7. A bank runs a financial literacy campaign. Why is IMC critical?

8. Define: What is Integrated Marketing Communications?

9. Define: Name four key marketing communication channels.

10. Define: What is the goal of IMC?

## Answer Key

1. B) Product pricing - Pricing is part of the marketing mix (4P) but not part of IMC, which focuses on promotional/communication elements.
2. B) Consistent brand message across channels - IMC ensures every channel reinforces the same message, strengthening brand recognition and trust.
3. B) IMC in action - The customer encounters the brand through multiple integrated channels with a consistent message.
4. B) Email newsletter + social media community + events - Consistent, multi-channel engagement (email + social + events) builds deeper relationships and loyalty than single-channel campaigns.
5. Brand message: 'Innovation at your fingertips' Launch event (PR) + TV commercials + social media teasers + email to existing customers + in-store displays + influencer reviews All channels emphasize sleek design, powerful chip, camera, and eco-friendly packaging.
6. Core message: 'Sustainable fashion for tomorrow' TikTok/Instagram Reels (influencer UGC) + email newsletters (sustainability tips) + PR (feature in eco-blogs) + podcast sponsorships + pop-up stores Consistent green branding and messaging across all touchpoints.
7. Message: 'Financial confidence for everyone' LinkedIn articles (professionals) + YouTube tutorials (Gen Z) + radio spots (older demographics) + partnership with schools (events) + website resources Each channel targets different segments but reinforces the same trustworthy, inclusive brand identity.
8. Coordinated use of all marketing channels to deliver a unified, consistent brand message and achieve marketing goals.
9. Advertising (TV, digital), Public Relations (media, press releases), Direct Marketing (email, mail), and Personal Selling (sales team).
10. To create a seamless customer experience where every touchpoint reinforces the same brand message and positioning.

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