

Companies today must also communicate with present and potential stakeholders and the general public. For most, therefore, the question is what to say, how and when to say it, to whom and how often. But as more and more companies clamour to grab an increasingly empowered consumer's divided attention, and consumers take a more active role in deciding what communications they want to receive, holistic marketers must creatively employ multiple forms of communications to effectively reach and influence target markets. Done right, marketing communications can have a huge payoff.

### The Course at a Glance:

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicate with present and potential stakeholders and with the general public.

The marketing communications mix consists of eight major modes of communication: advertising; sales promotion; public relations and publicity; events and experiences; direct marketing; interactive marketing; word-of-mouth marketing; and personal selling.

Managing and coordinating the entire communications process calls for integrated marketing communications – marketing communications planning that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines and combines these disciplines to provide clarity, consistency and maximum impact through the seamless integration of discrete messages.

### What will I achieve from this course? By the end of this course you will be able to:

- Explain the role of integrated marketing communications (IMC) in modern marketing practices.
- Describe the elements of the communications model.
- Explain the role that advertising plays in an IMC campaign, and describe the functions of IMC.
- Describe the stages in developing an IMC plan.
- Explain the role of sales promotion in IMC programs.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities

BSBMKG502B Establish and adjust marketing mix

BSBMKG602A Develop a Marketing Plan

### How long will this course take?

- This course is delivered over two 4-hour sessions.  
Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.

