

# STUDENT WORKBOOK INTEGRATED MARKETING COMMUNICATIONS



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HALIZAH BINTI ALWI

# STUDENT WORKBOOK

## INTEGRATED MARKETING COMMUNICATIONS



©ePembelajaran Politeknik Merlimau

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Published in 2024

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Perpustakaan Negara Malaysia

Published by:  
Politeknik Merlimau, Melaka  
Kementerian Pendidikan Tinggi,  
77300 Merlimau,  
Melaka

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# ACKNOWLEDGEMENT

At the very outset, we would like to thank God Almighty Allah S.W.T for enabling us to complete this workbook on time. This workbook would have not seen the light of day without the support and inspiration of many individuals.

Our gratitude goes to my Head of Department, Puan Maria binti Mohd Yatim for her invaluable advice and guidance. A special note of thanks also goes to our colleagues for support and motivation.

We would like to give special thanks to our beloved family for their prayers, motivation, and inspiration in completing this workbook.

Finally, we would like to express our heartfelt thanks to all individuals who made this workbook possible.

We hope that this workbook will be a good learning aid, especially for students who take Integrated Marketing Communications course.

Lots of love,

*Wida and Halizah*

# PREFACE

Student workbook Integrated Marketing Communications has been written by the authors as the foundation and guidance to Diploma in Marketing students. This workbook has been written to make the learning process engaging with compelling topics. This workbook aims to provide students with a systematic revision after completing the topic.

We tried our best to meet the needs of the students by providing a workbook to help the students to understand clearly each topic. This workbook is written according to the content of curriculum and syllabus of Politeknik Malaysia. With this workbook, we hope that students can use the workbook as supportive material as we aim when writing this workbook.

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# TOPIC 1

## INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION

### LEARNING OBJECTIVES:

**01**

Expose Integrated Marketing Communications.

**02**

Examine the benefits of integrated marketing communications.

**03**

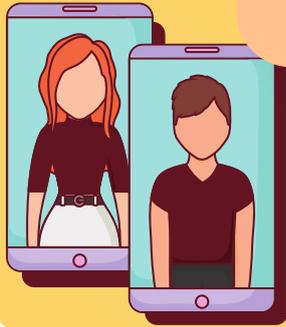
Apply the integrated marketing communications tools.

**04**

Examine the IMC objectives.

# QUICK FACTS TOPIC 1

## Definition of IMC



The coordination and integration of all marketing communication tools, avenues, functions, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.

## The benefits of IMC

1. Improved results
2. Improved brand image
3. Improved efficiency
4. Diversity
5. Reduced confusion



## IMC Tools

MARKETING

1. Advertising
2. Direct Marketing
3. Interactive and Internet Marketing
4. Sales Promotion
5. Public Relations
6. Personal Selling

## IMC Tools - Advertising



Any paid form of non personal communication about an organization, product, service or idea by an identified sponsor and usually use the mass media.

# QUICK FACTS TOPIC 1



## IMC Tools - Direct Marketing

Direct marketing is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction using one or more media. Direct marketing has not traditionally been considered an element of the promotional mix.

## IMC Tools - Interactive and Internet Marketing

Online marketing is the system with the interactive on-line computer that connects users to the vendor electronically.



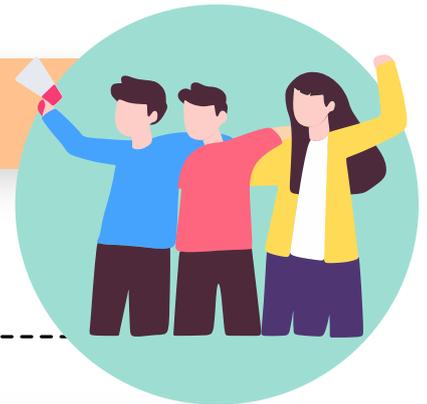
## IMC Tools - Sales Promotion



Sales Promotion is a marketing activities that provide extra value or short term incentive within a time period to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales.

## IMC Tools - Public Relations

Public relations is defined as the management functions which evaluates public attitudes and execute program of action to earn public understanding and acceptance



## IMC Tools - Personal Selling



Personal selling is a direct person-to-person or face-to-face communication whereby a seller attempts to assist and/or persuade prospective buyers to purchase a company's product or service or act on an idea.

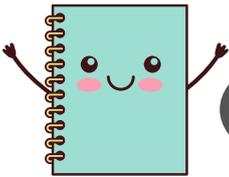
## 1.1 Expose Integrated Marketing Communications



Define integrated marketing communications

A large, empty grey rectangular box intended for writing the definition of integrated marketing communications.

## 1.2 Examine the benefits of integrated marketing communications



List down the benefits of integrated marketing communications

01

02

03

04

05

### 1.3 Apply the integrated marketing communications tools



Define the tools used in IMC

1

2

3



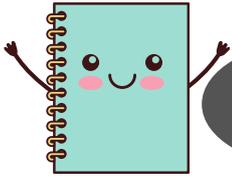
Define the tools used in IMC

4

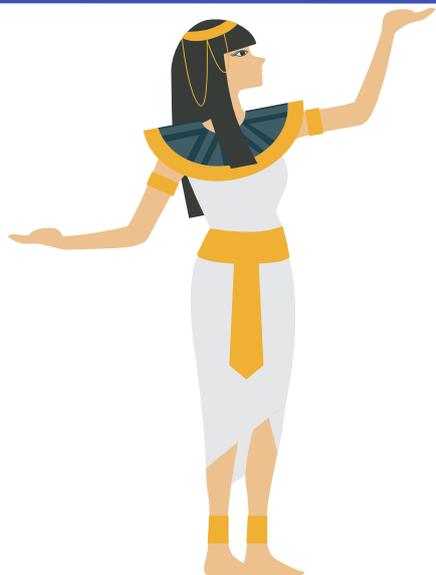
5

6

## 1.4 Examine the IMC objectives



List down the IMC objectives based on communications effects pyramid:





## Structured question

Explain briefly **FIVE (5)** Integrated Marketing Communications objectives. (10 marks)

# TOPIC 2

## THE COMMUNICATION PROCESS

### LEARNING OBJECTIVES:

**01**

Expose the elements of the communication process.

**02**

Examine the common barriers in the communication process and ways to overcome such barriers.

# QUICK FACTS TOPIC 2

## Communication



Communication is the activity of conveying meaningful information. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication

## Elements in the communication process model

- Sources/sender
- Encoding
- Message
- Media/Channel
- Decoding
- Receiver
- Response
- Feedback
- Noise



## Barriers in communication process



- Physical barriers
- Cultural barriers
- Perceptual barriers
- Experiential barriers
- Emotion barriers
- Language barriers
- Non-verbal barriers

## Overcoming barrier communication

- Differing perception
- Difference in languages
- Noise
- Emotionally
- Inconsistent communication

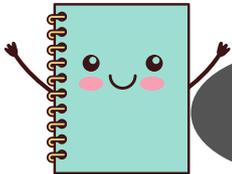


## 2.1 Expose the elements of the communications process

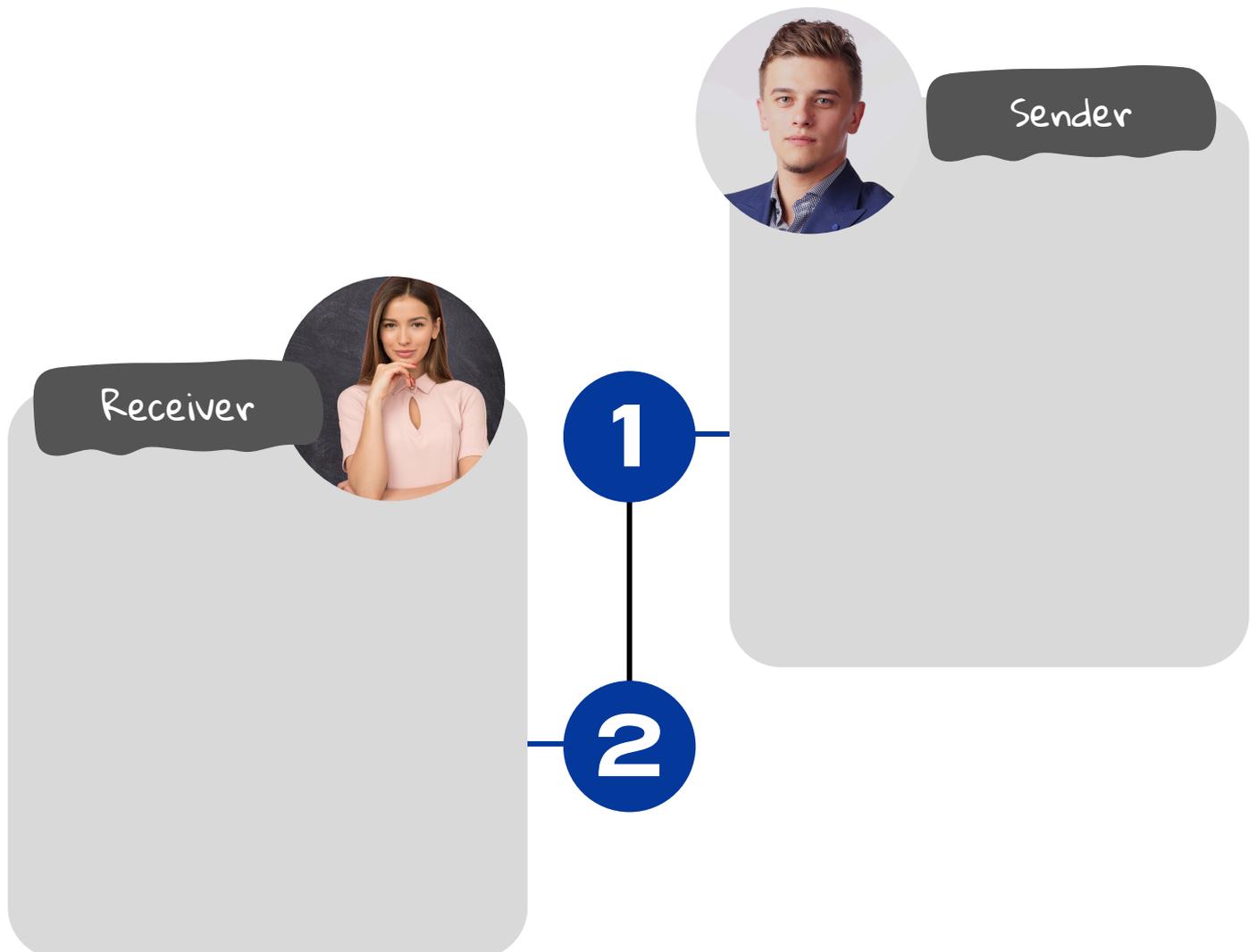


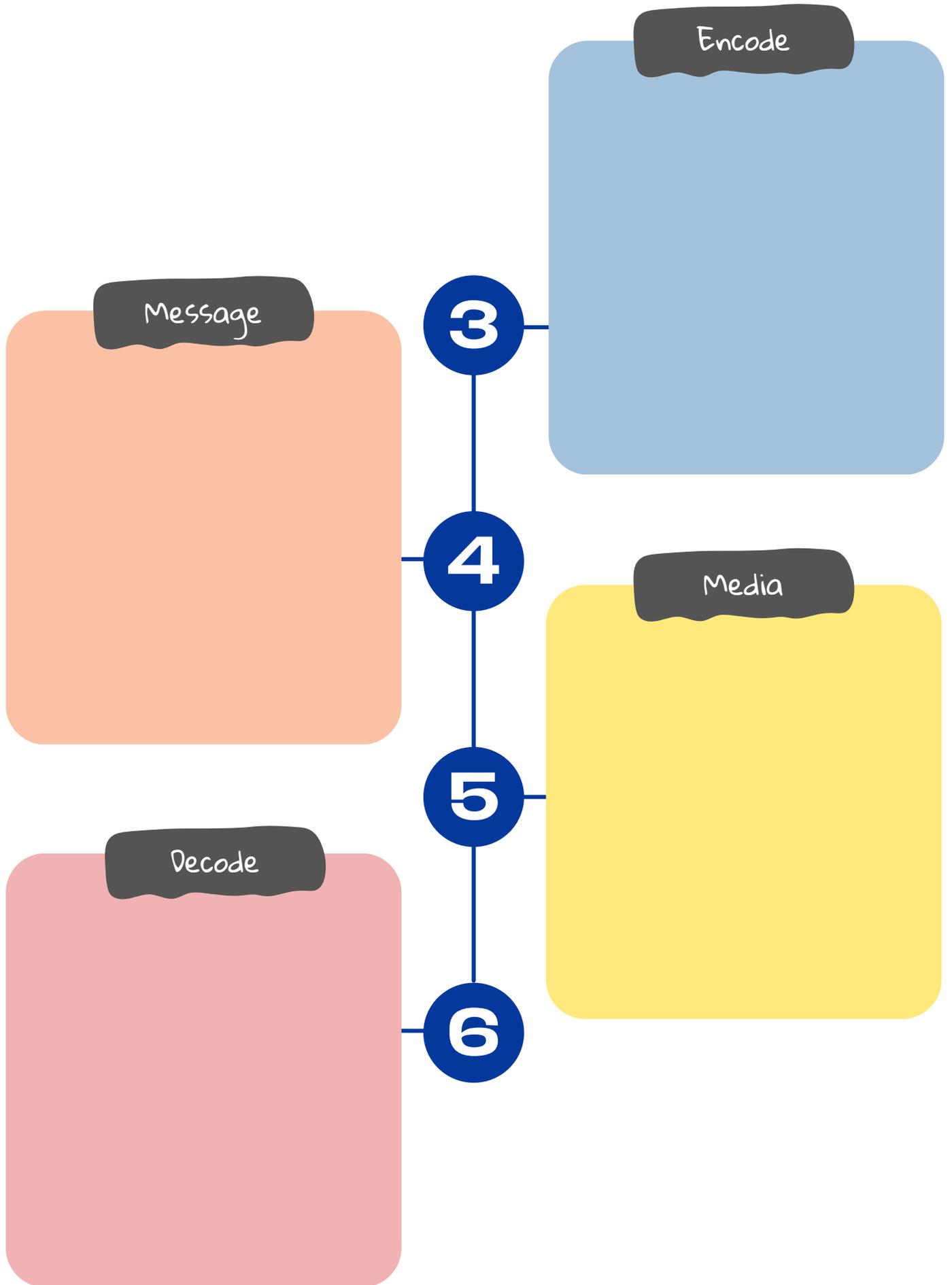
Define communication

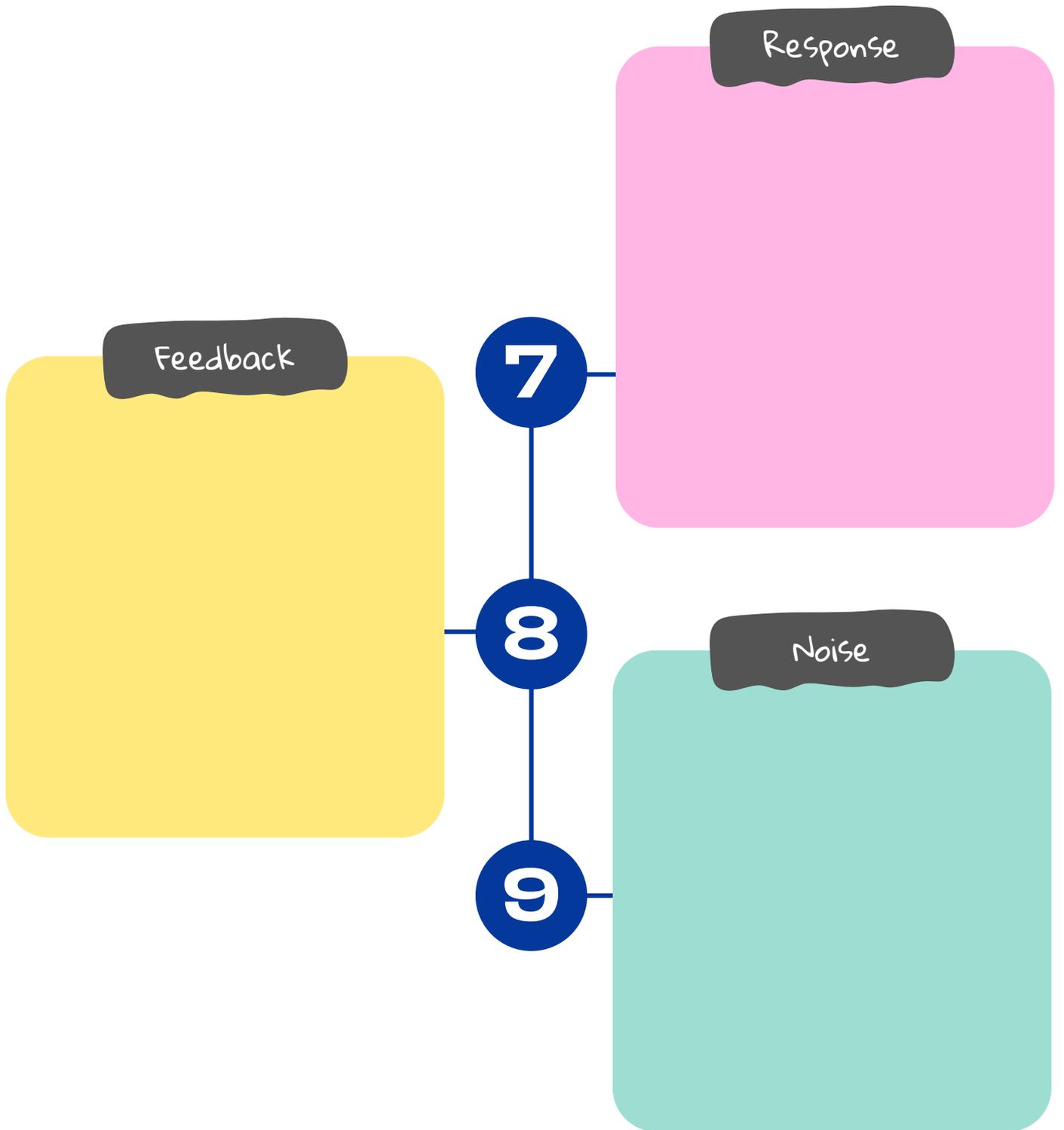
A large, empty grey rectangular box for writing the definition of communication.



Explain the elements in the model of the communication process



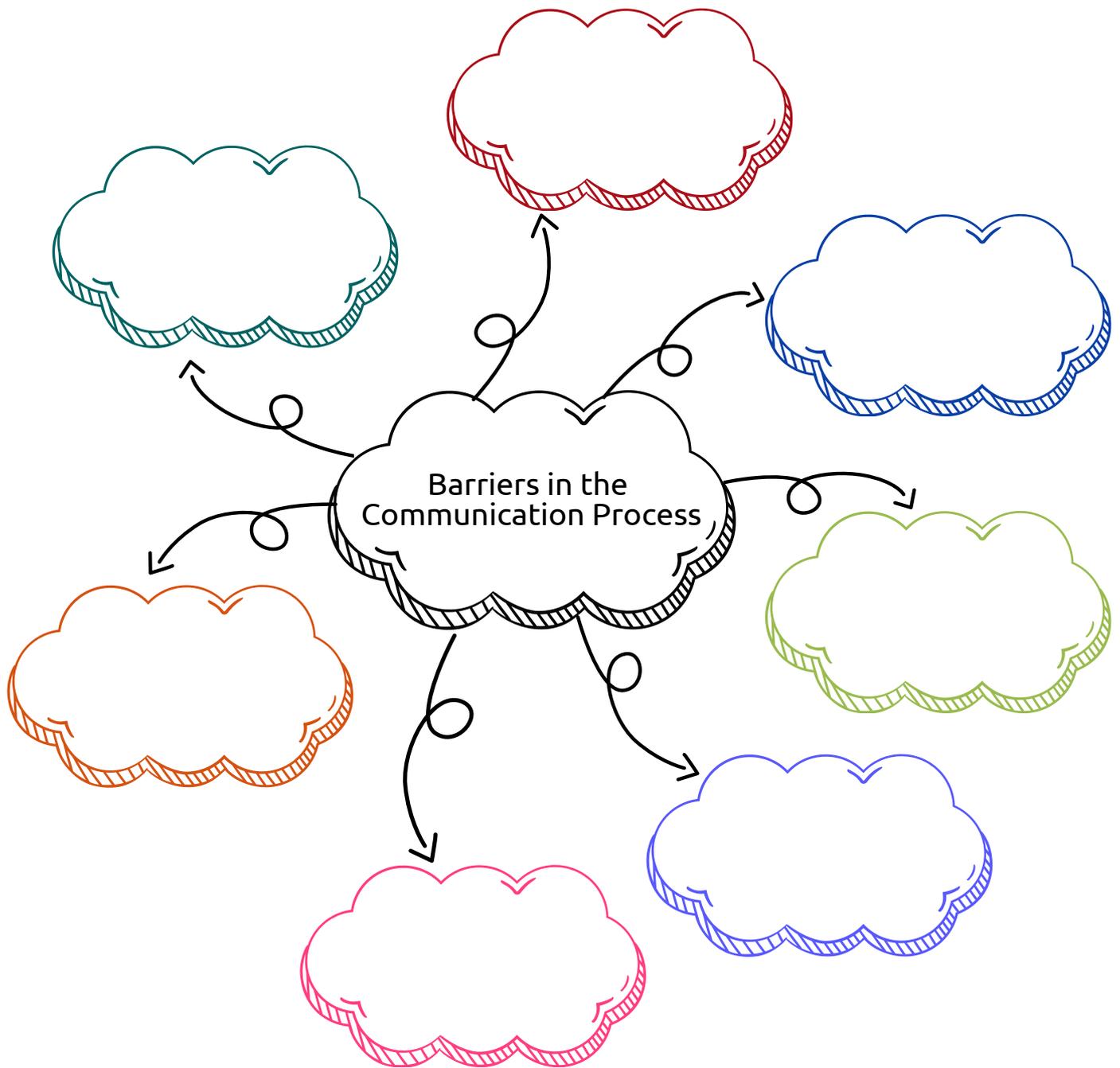




## 2.2 The common barriers in the communication process and ways to overcome such barriers

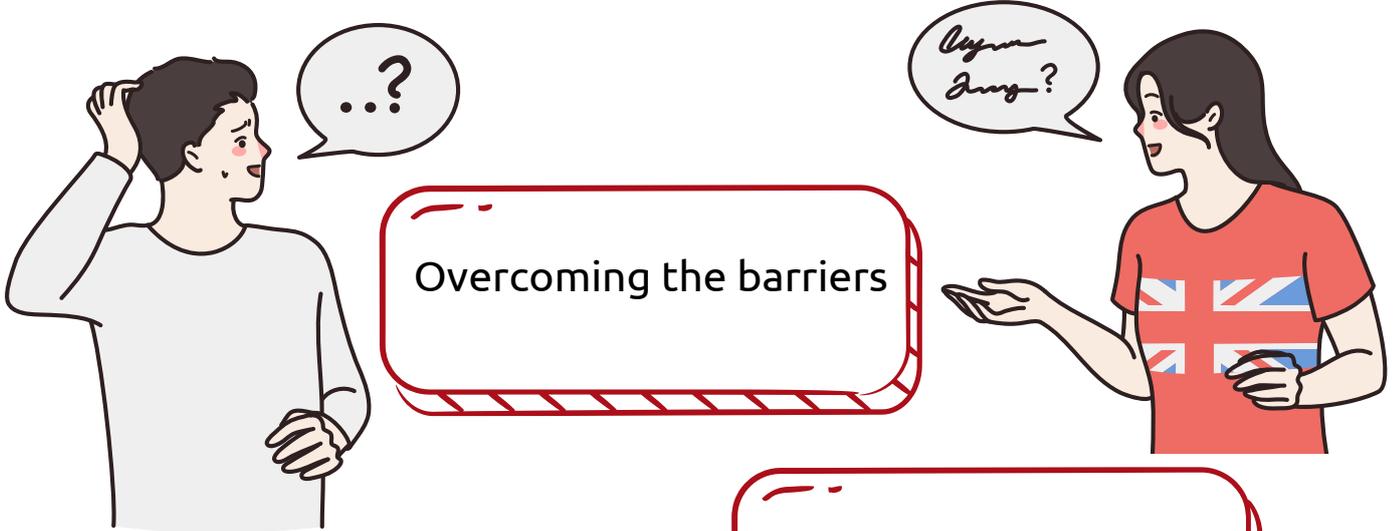


### Barriers in the Communication Process

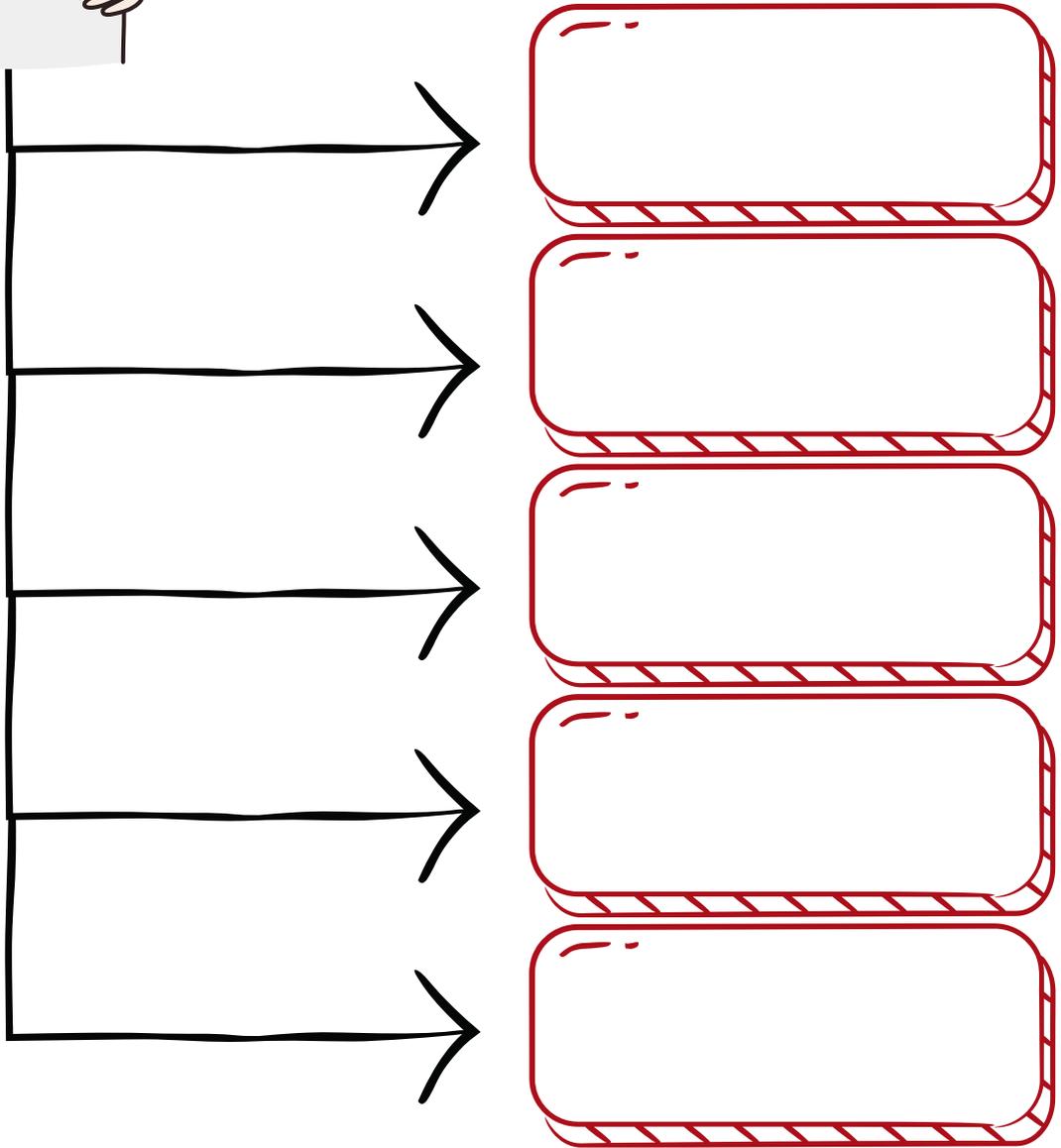




# Overcoming the barriers



Overcoming the barriers





## Structured question

A marketing manager from an international company has noticed that one of the barriers during the communication process with prospective customers from other countries is cultural. Explain supported with suitable details **FOUR (4)** other barriers that may occur during communication process. (10 marks)

# TOPIC 3

## ADVERTISING AND SALES PROMOTION

### LEARNING OBJECTIVES:

**01**

Construct advertising.

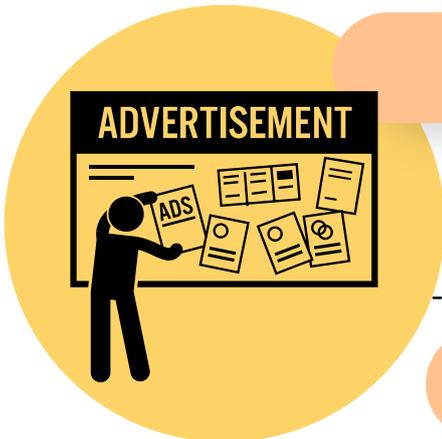
**02**

Recognize the types of advertising media.

**03**

Construct sales promotion.

# QUICK FACTS TOPIC 3

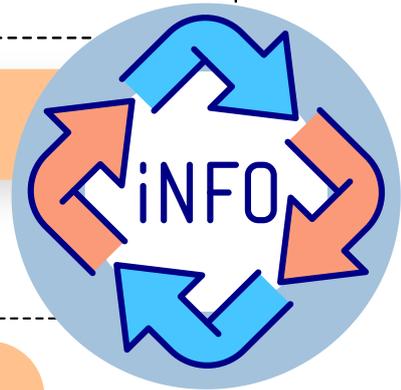


## Advertising

Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

## The advertising objectives:

To inform  
To persuade  
To remind



## Types of advertising media:

- Print media - Newspaper, Magazine
- Broadcast media - Radio, Television
- Online media
- Outdoor media - Billboard advertising, Transit advertising,
- Mobile media
- Specialty media

## Sales Promotion

Short-term incentives to encourage the purchase or sale of a product or service. Sales promotion offers a reason to buy now.



## Sales promotion activities

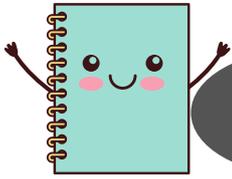
1. Consumer-oriented promotions
  - Sample - Door-to-door sampling, In-store sampling
  - Coupon - in/on pack coupon, bounce-back coupon, instant coupon
  - Premium - Free premiums, self-liquidating research.
  - Contest & Sweepstakes
  - Bonus pack
  - Loyalty program
2. Trade-oriented promotions
  - Contest and Incentives
  - Trade Allowances - Buying allowances, Promotional allowances, Slotting allowances
  - Display and Point-of-Purchase Material
  - Sales Training
  - Trade Shows
3. Sales Force
  - Sales force contest
  - Company sales force/dealers sales
  - Sales brochure
  - Supportive materials

### 3.1 Construct advertising

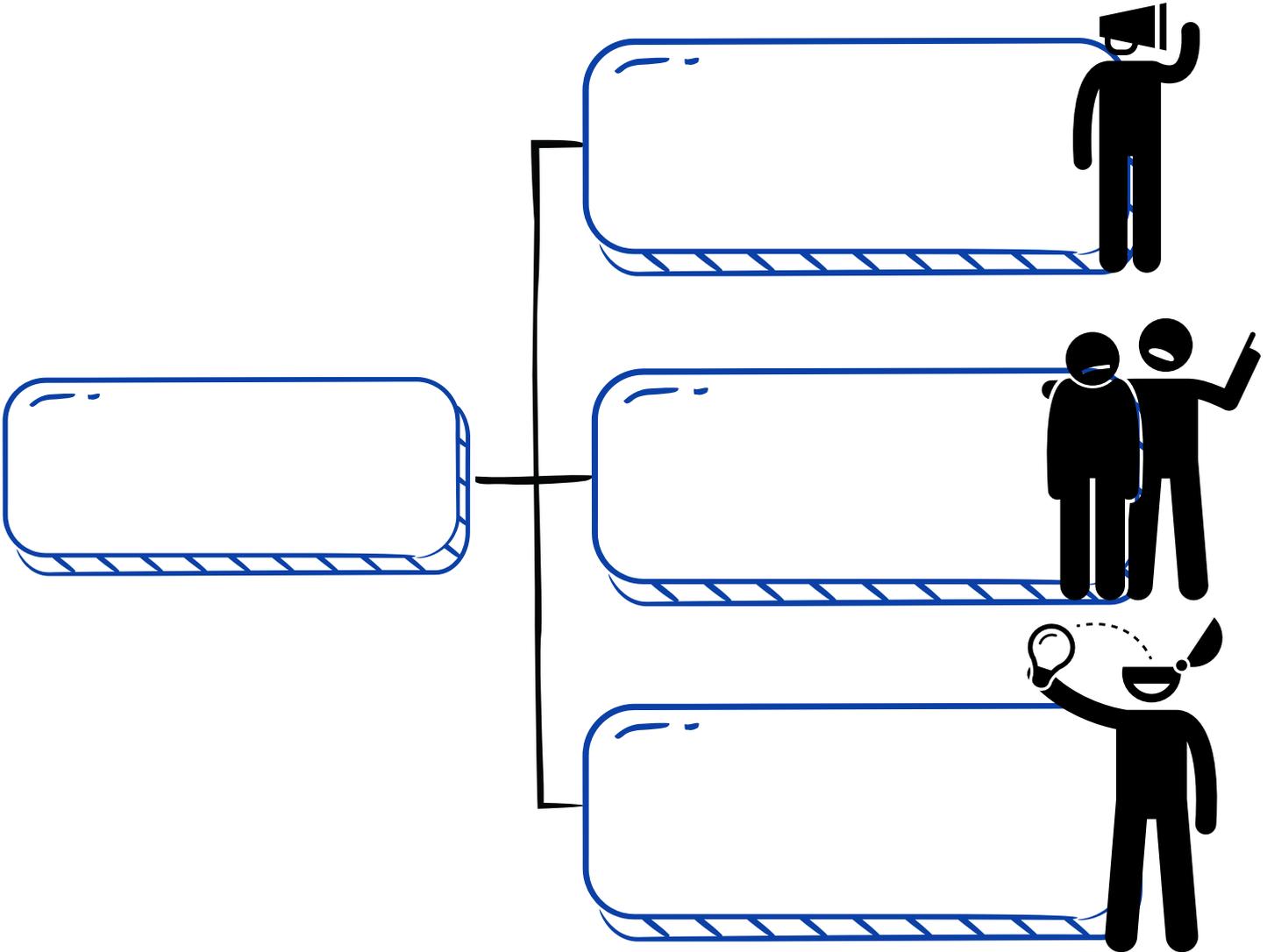


Define advertising

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Explain the advertising objectives

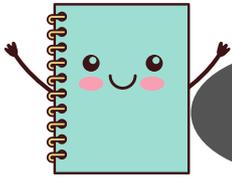


### 3.1 Construct advertising

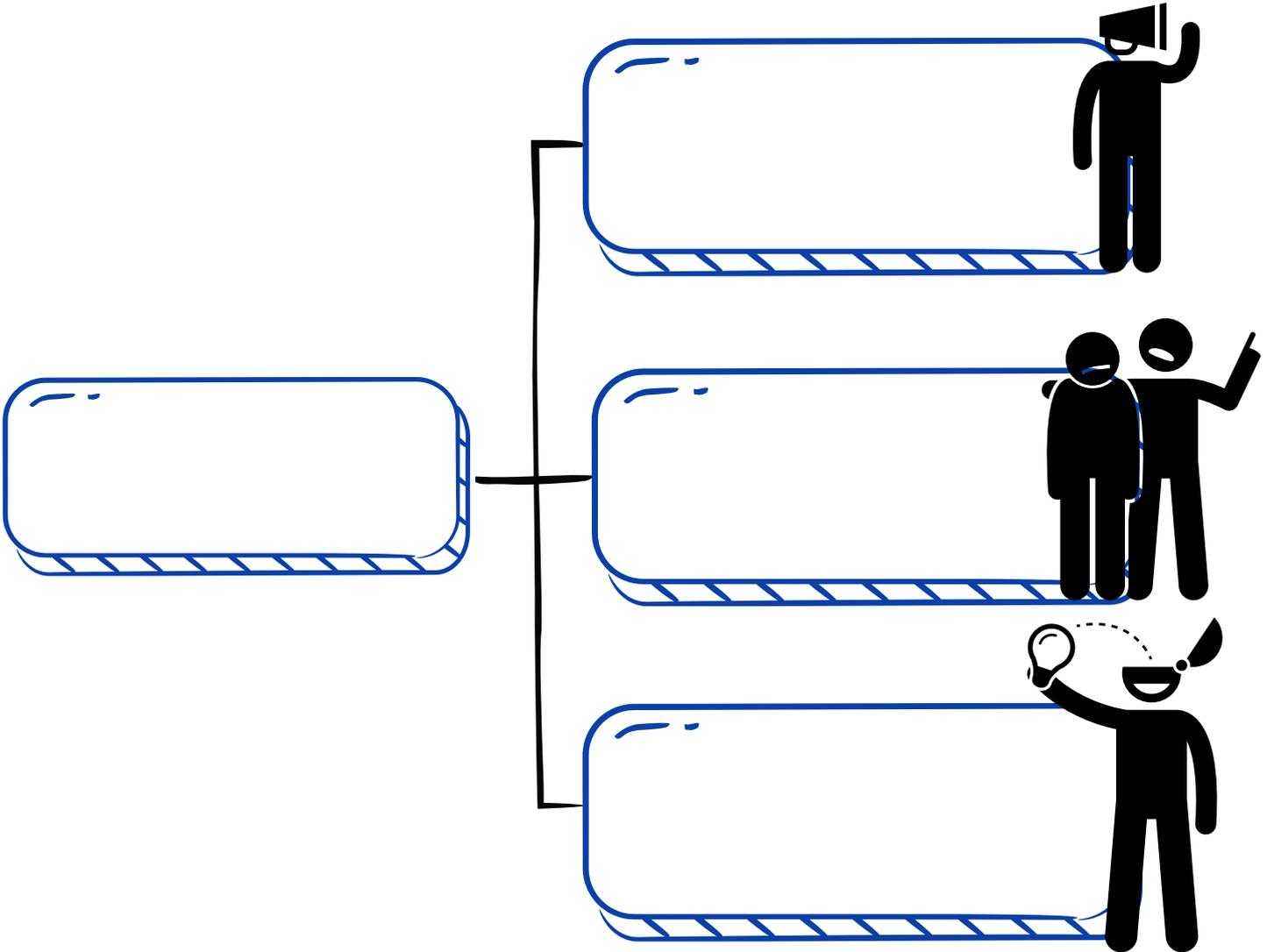


Define advertising

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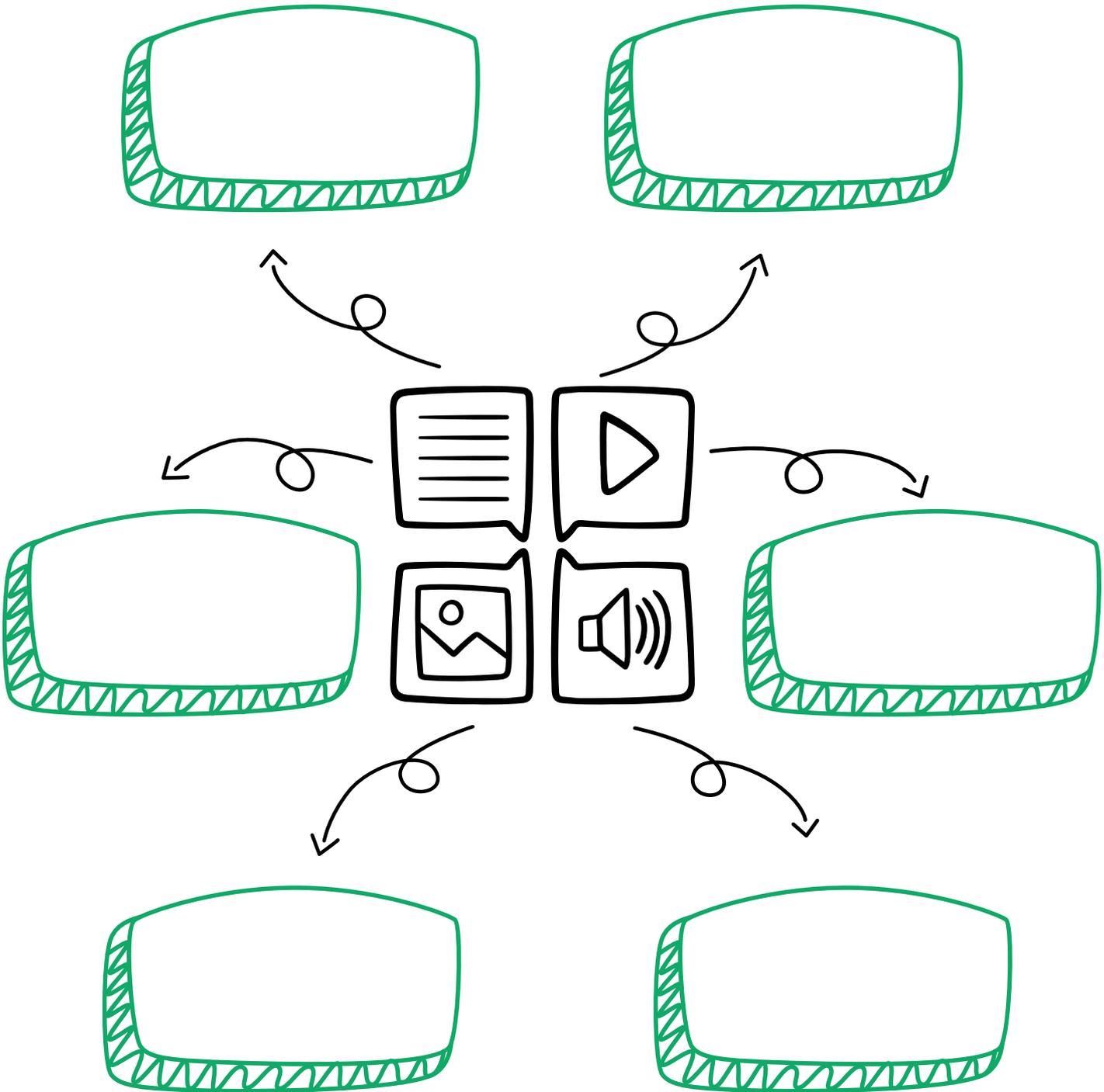


Explain the advertising objectives





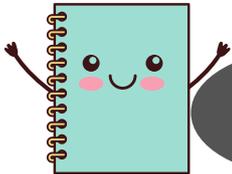
# Recognize the types of advertising media



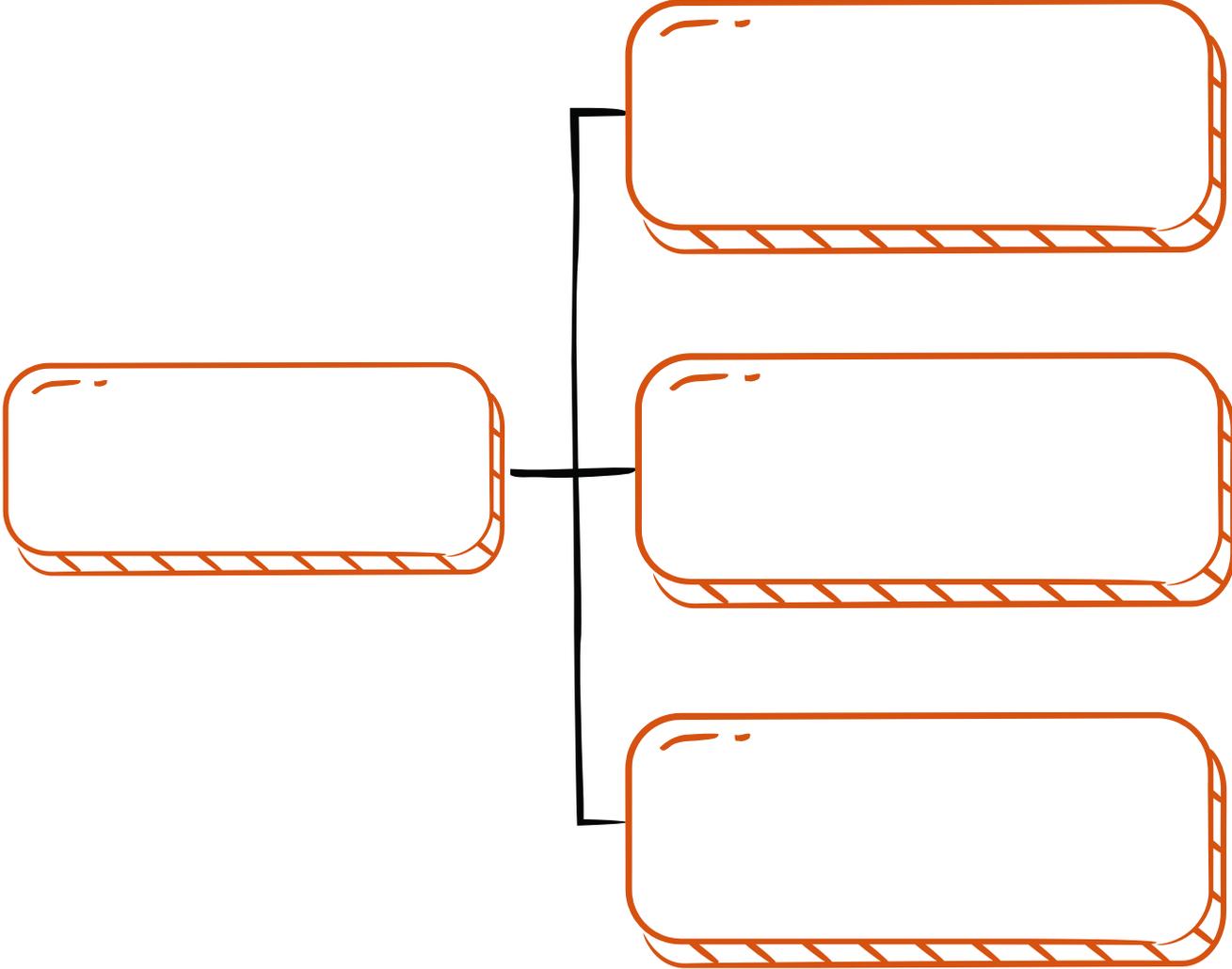
### 3.2 Construct sales promotion.



Define sales promotion

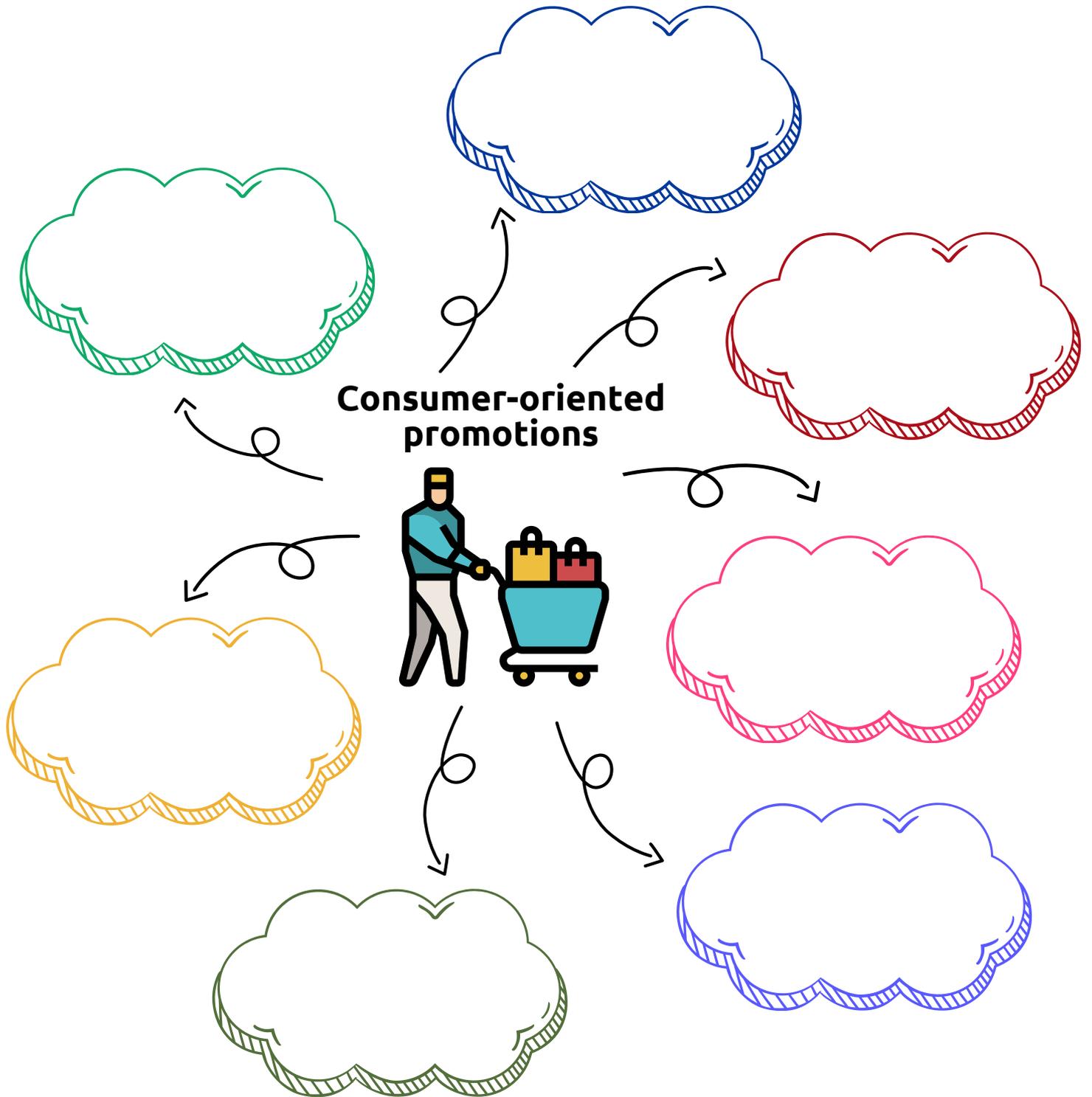


Describe the types of sales promotion activities



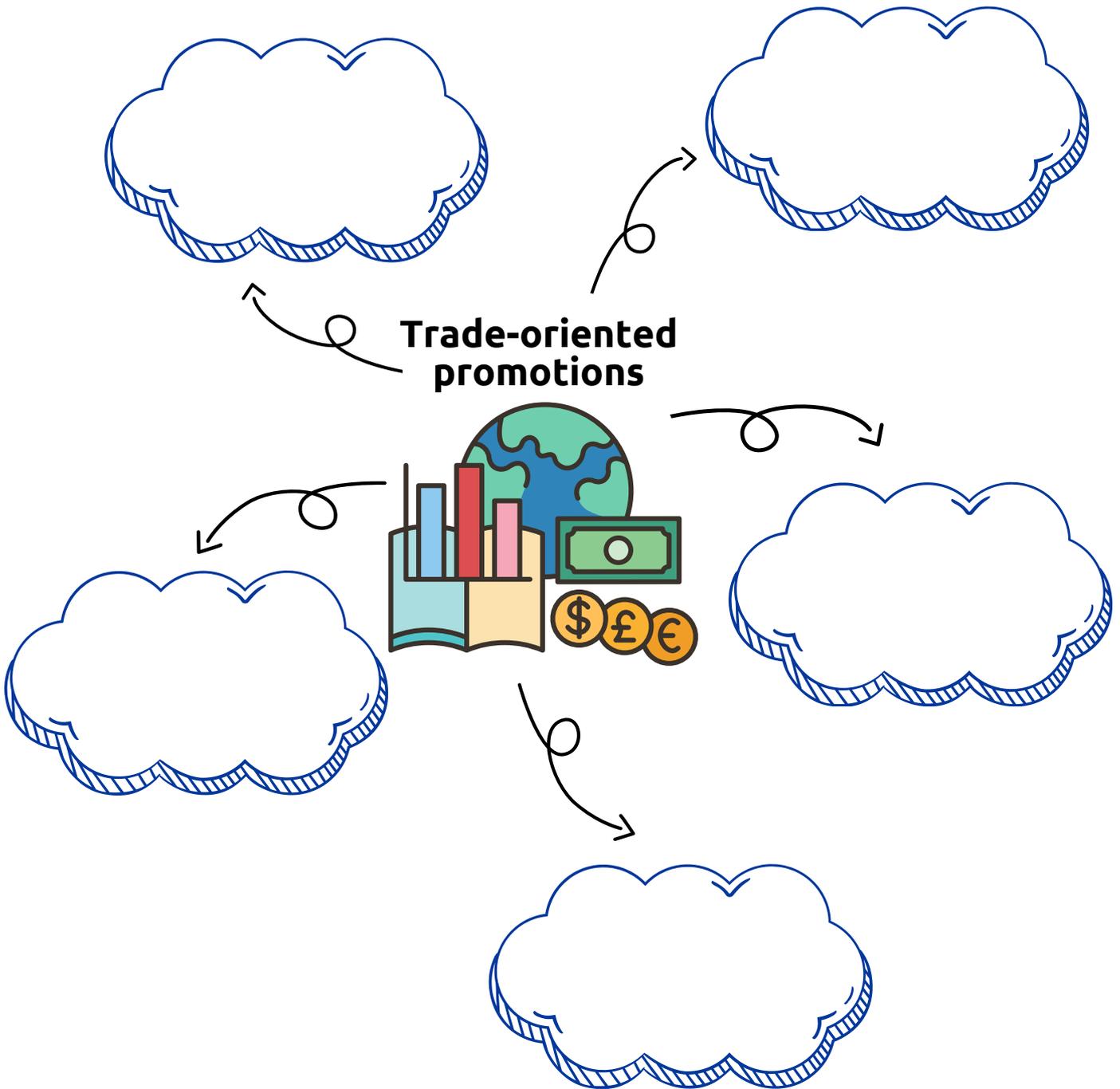


# The types of sales promotion activities



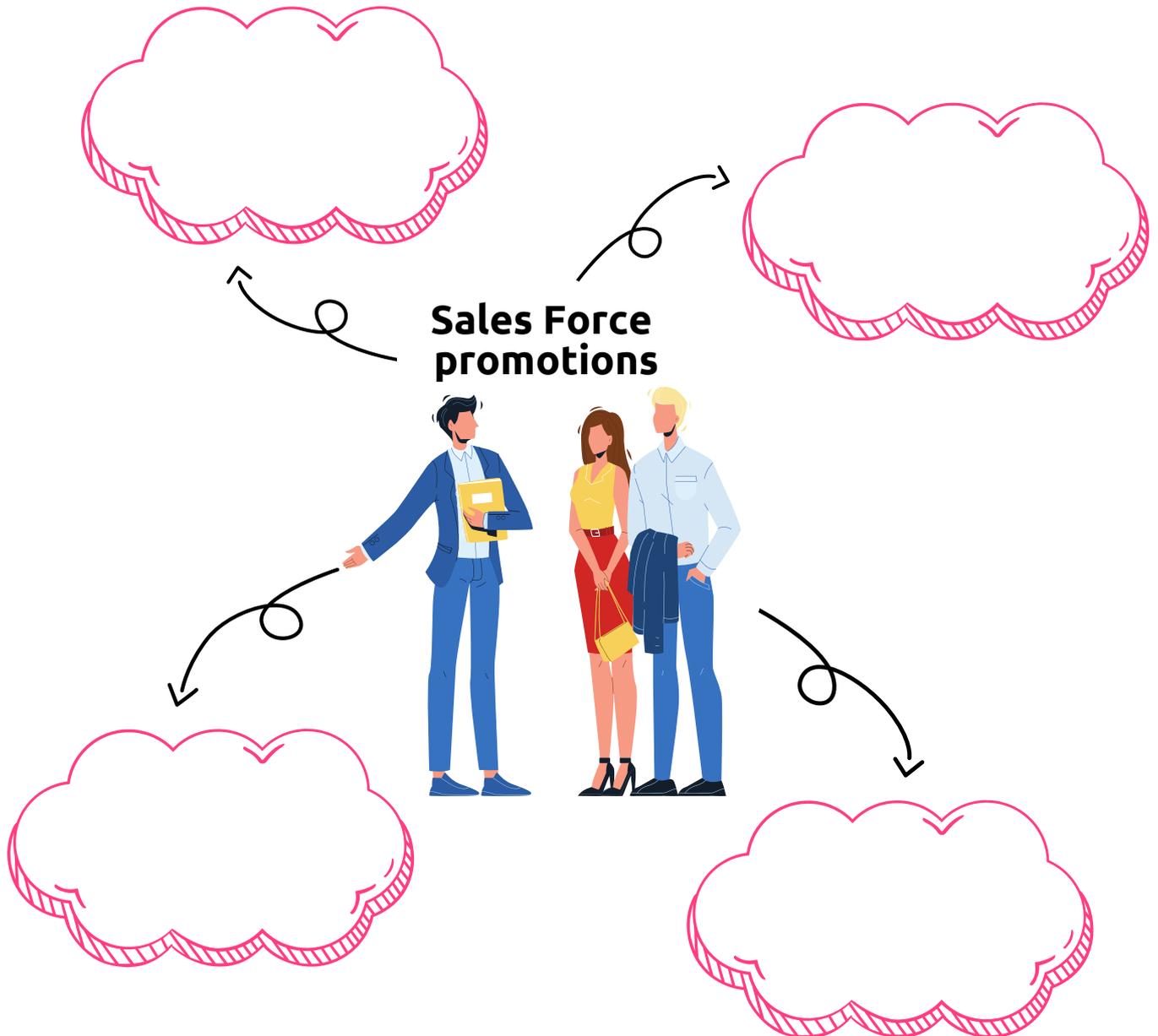


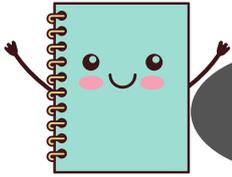
# The types of sales promotion activities



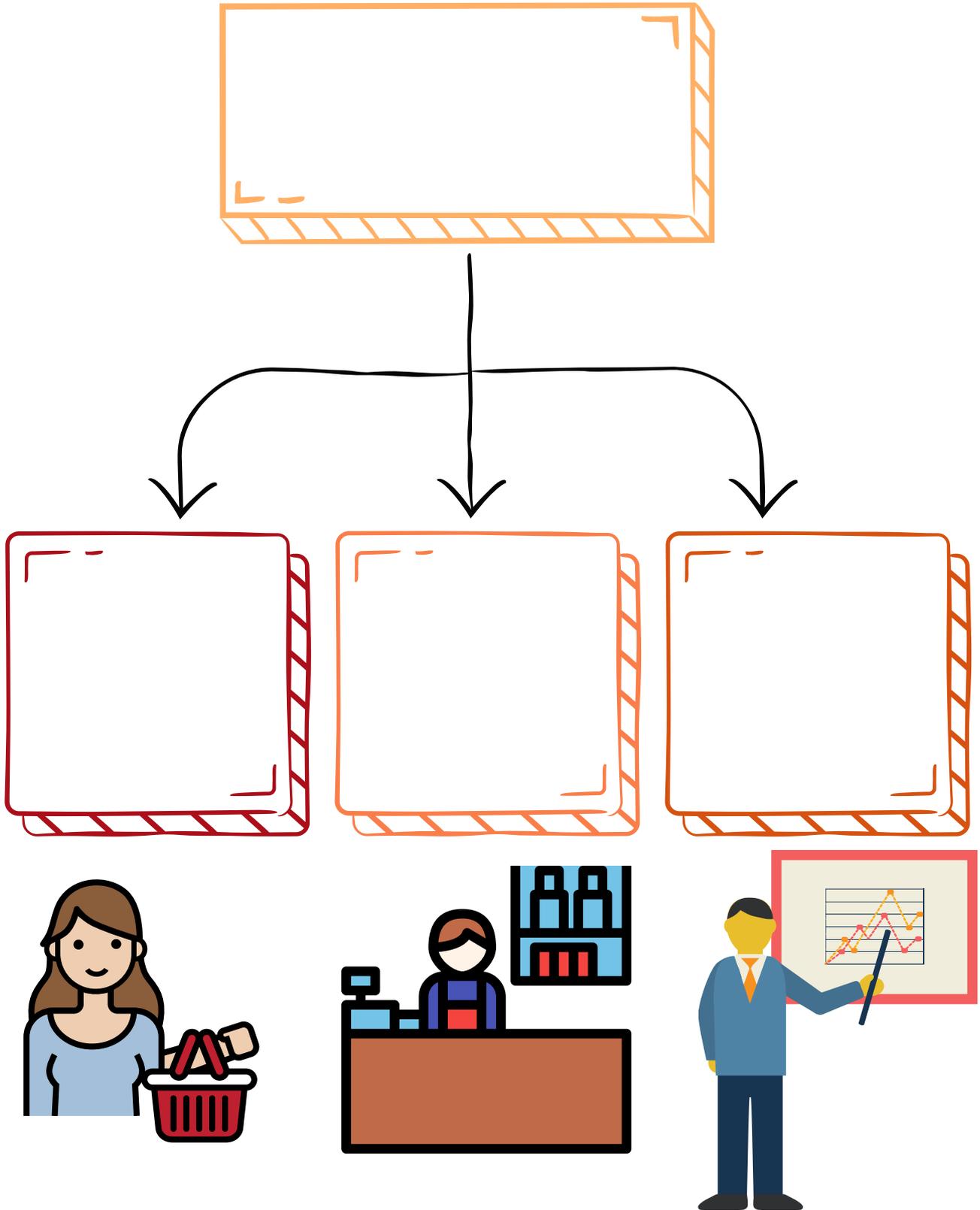


# The types of sales promotion activities



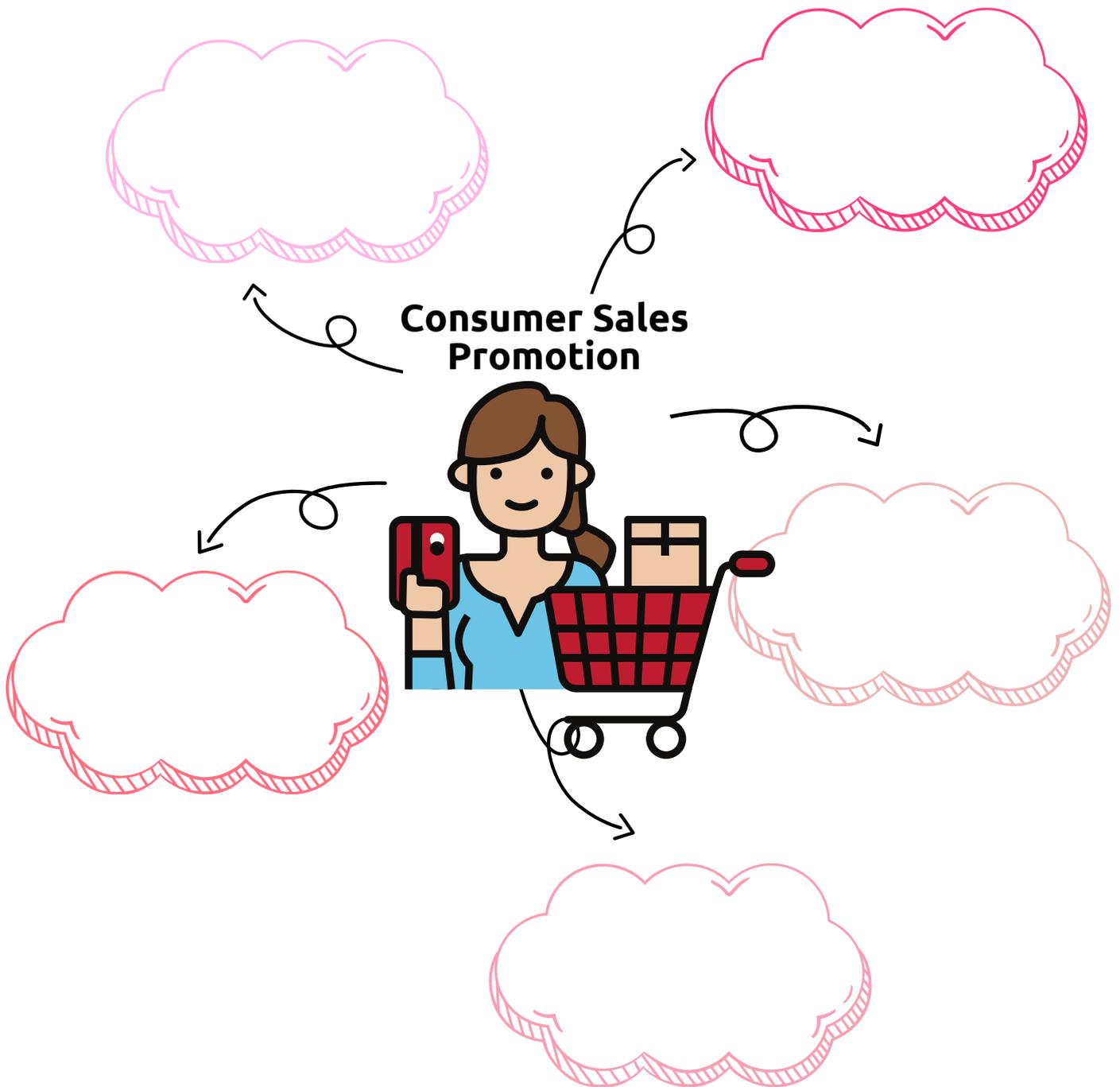


## Construct the objectives of sales promotion



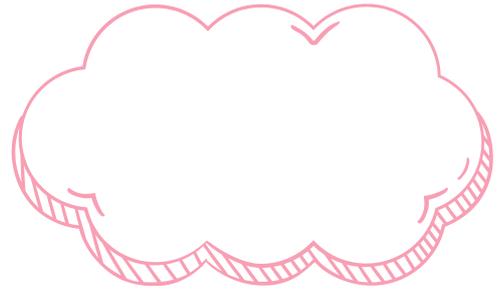
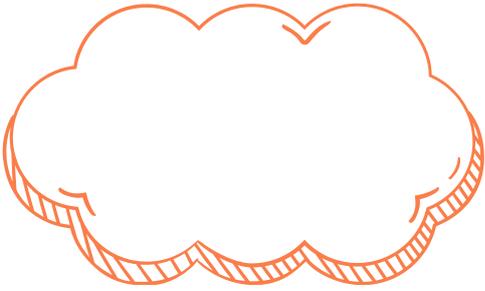


Construct the objectives of sales promotion

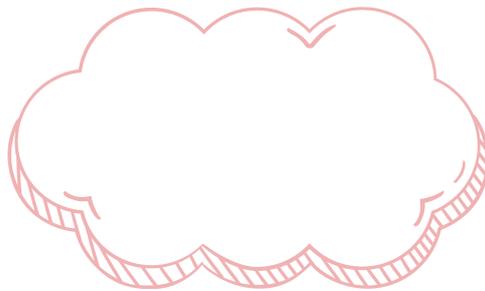
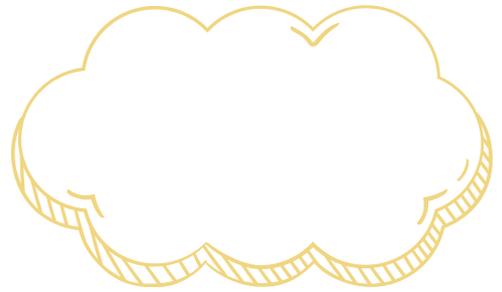
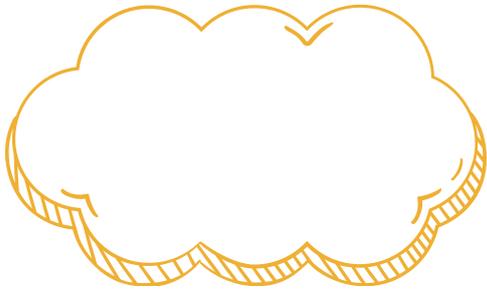




Construct the objectives of sales promotion

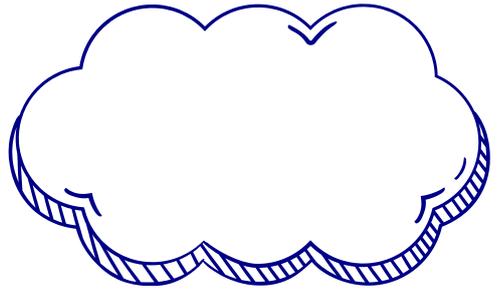
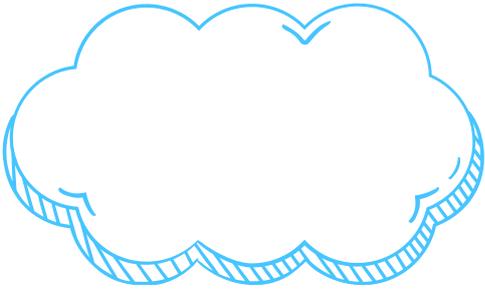


**Trade Sales Promotion**

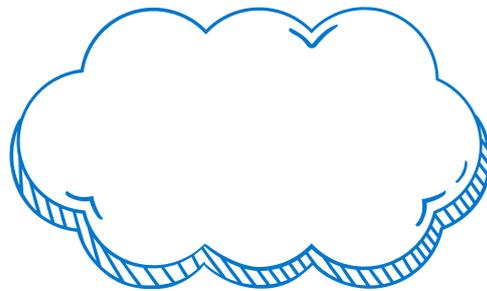
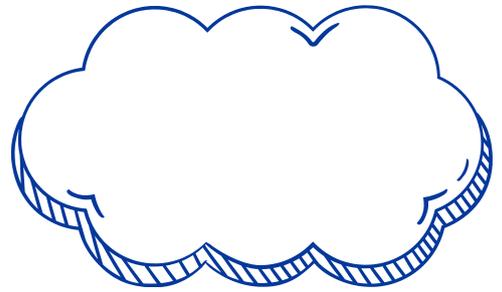
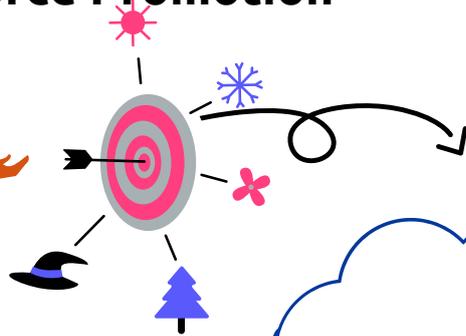
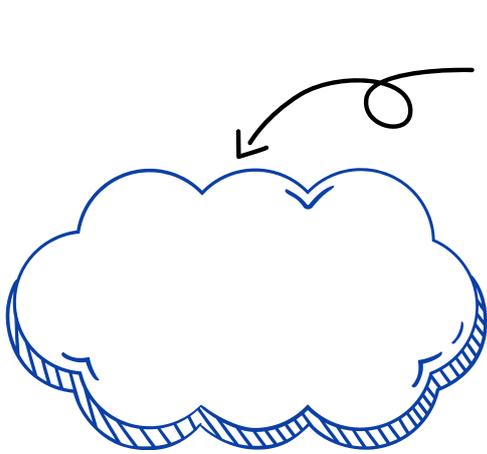




Construct the objectives of sales promotion



**Sales Force Promotion**





## Structured questions

a. Discuss briefly types of advertising media below with suitable examples.

i. Print media

ii. Online media

iii. Outdoor media

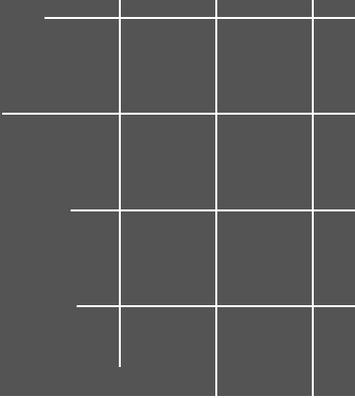
iv. Specialty media

(12 marks)

b. Adam is the owner of a newly opened coffee shop and to attract customers, he decided to use sales promotion tools. Advise Adam **FOUR (4)** customer-oriented sales promotion activities that he can apply.

(10 marks)

# TOPIC 4



## **PUBLIC RELATIONS AND PERSONAL SELLING**

### **LEARNING OBJECTIVES:**

**01**

Construct public relations.

**02**

Organize personal selling.

# QUICK FACTS TOPIC 4

## Public Relation vs Publicity

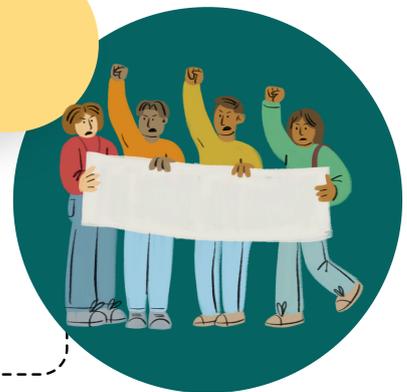


Public relations refers to the building up of good relationships between the company and the general public by obtaining favorable publicity, developing a good corporate image and handling or heading off unfavorable rumors, stories and events.

Publicity refers to activities for promoting a company or its products by planting news about it in the media not paid by the sponsor.

## Activities and strategies in PR and Publicity

- Media relations
- Advertisements
- Newsletters
- Business Events
- Speaking engagements
- Sponsorship or partnerships
- Employee relations
- Community relations



## Personal Selling



Personal selling is a direct person-to-person or face-to-face communication whereby a seller attempts to assist and/or persuade prospective buyers to purchase a company's product or service or act on an idea.

## The roles of personal selling

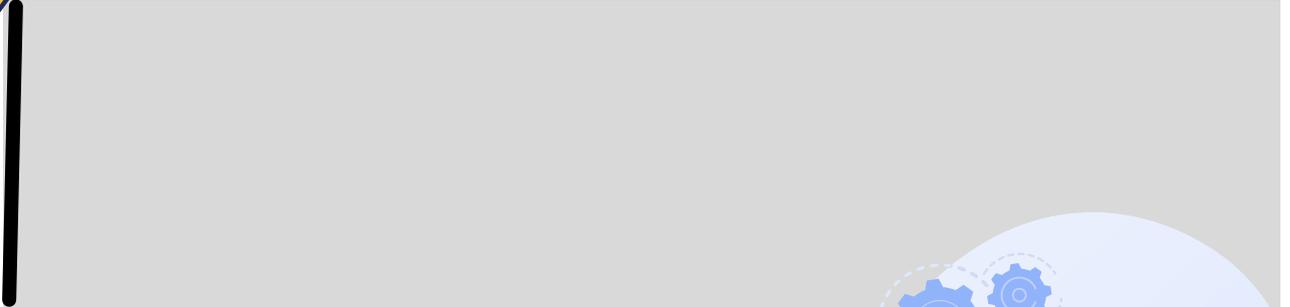
- Information providers
- Influencers through proximity
- Demonstrators
- Surveying
- Mapmaking
- Guiding
- Fire starting



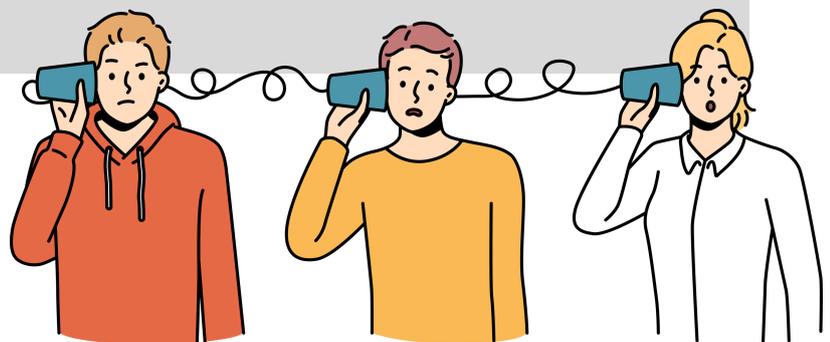
## 4.1 Construct public relations

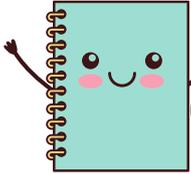


Define public relations

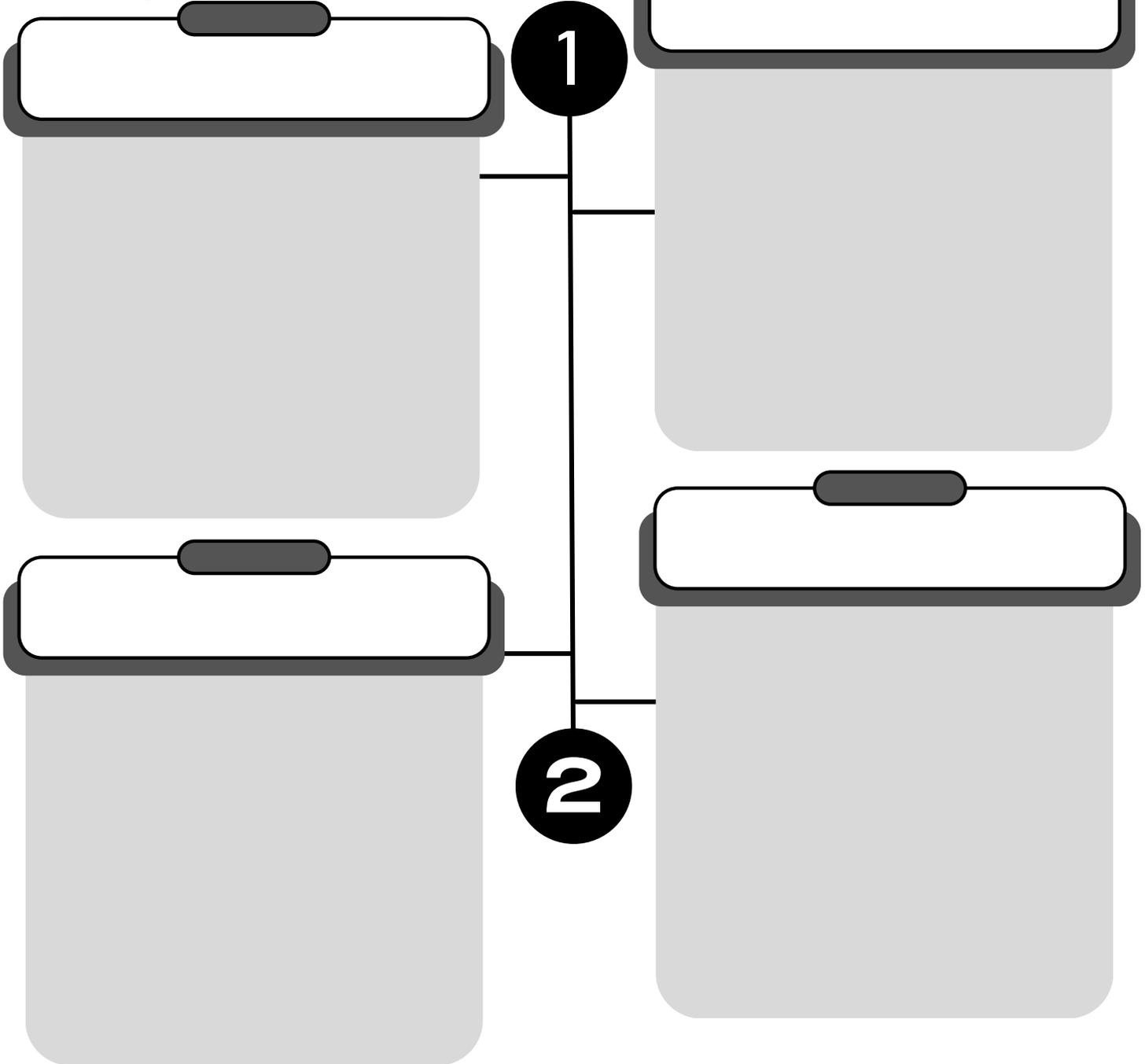


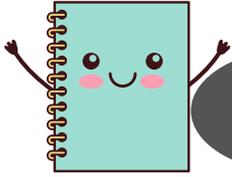
Define publicity



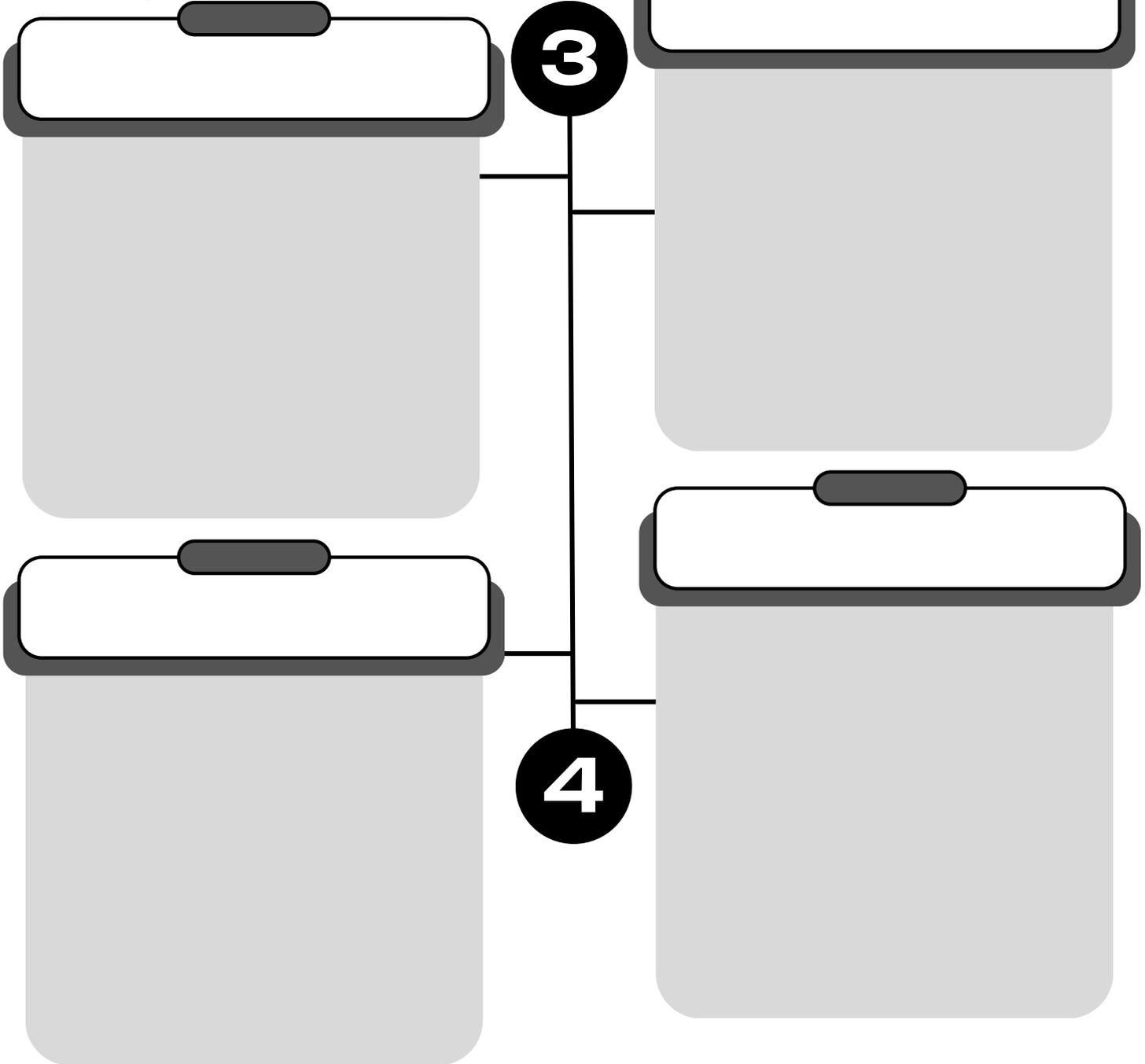


Recognize the differences between public relation and publicity



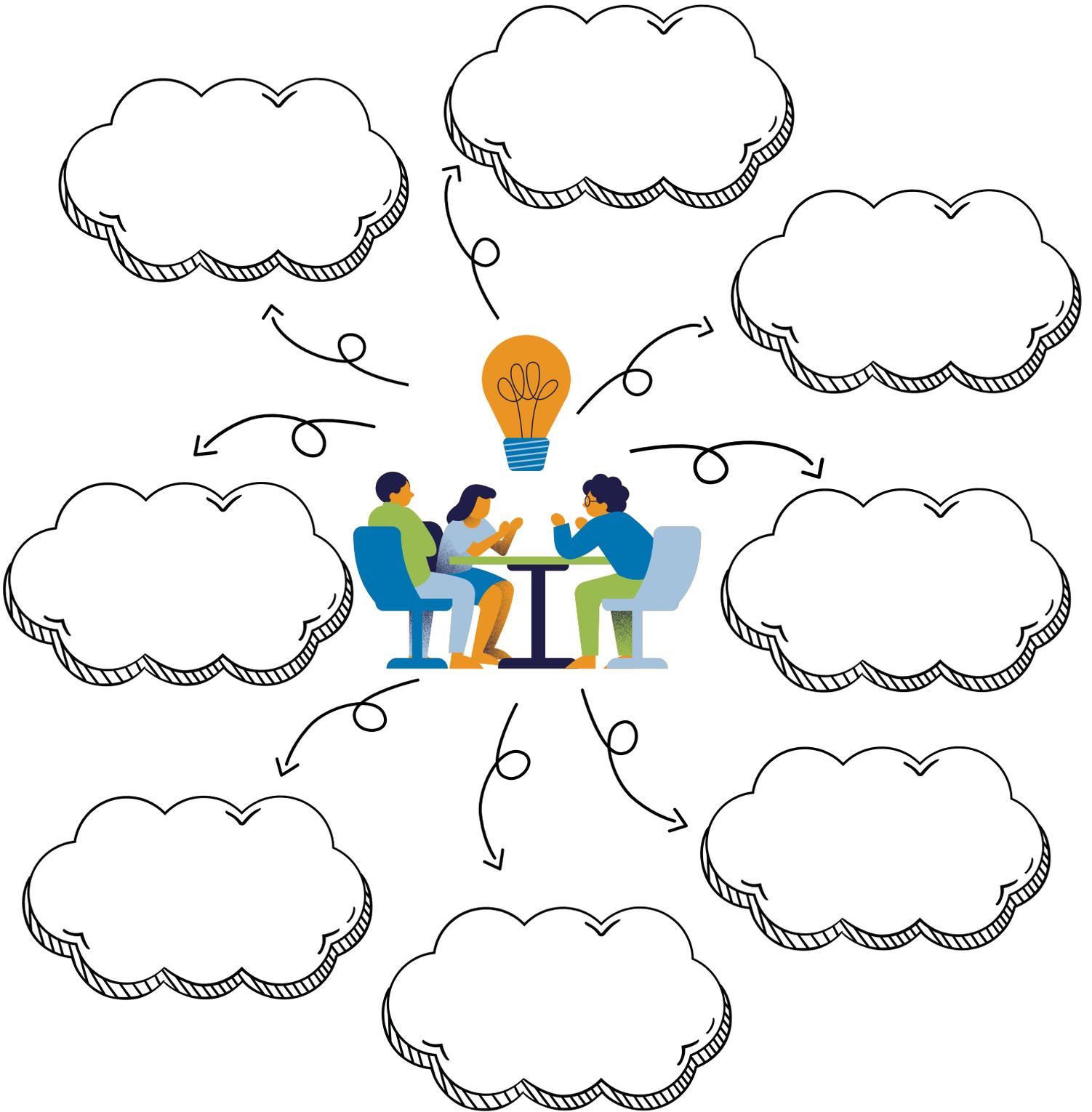


Recognize the differences between public relation and publicity





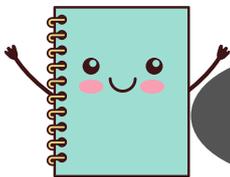
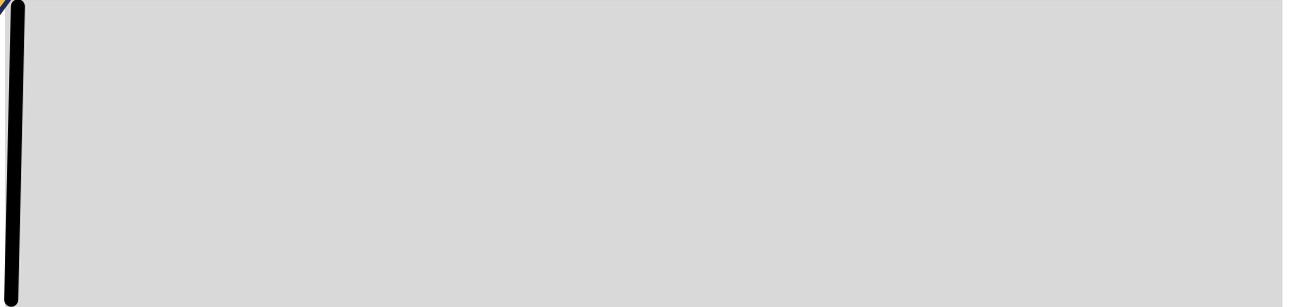
Organize the activities in public relations and publicity



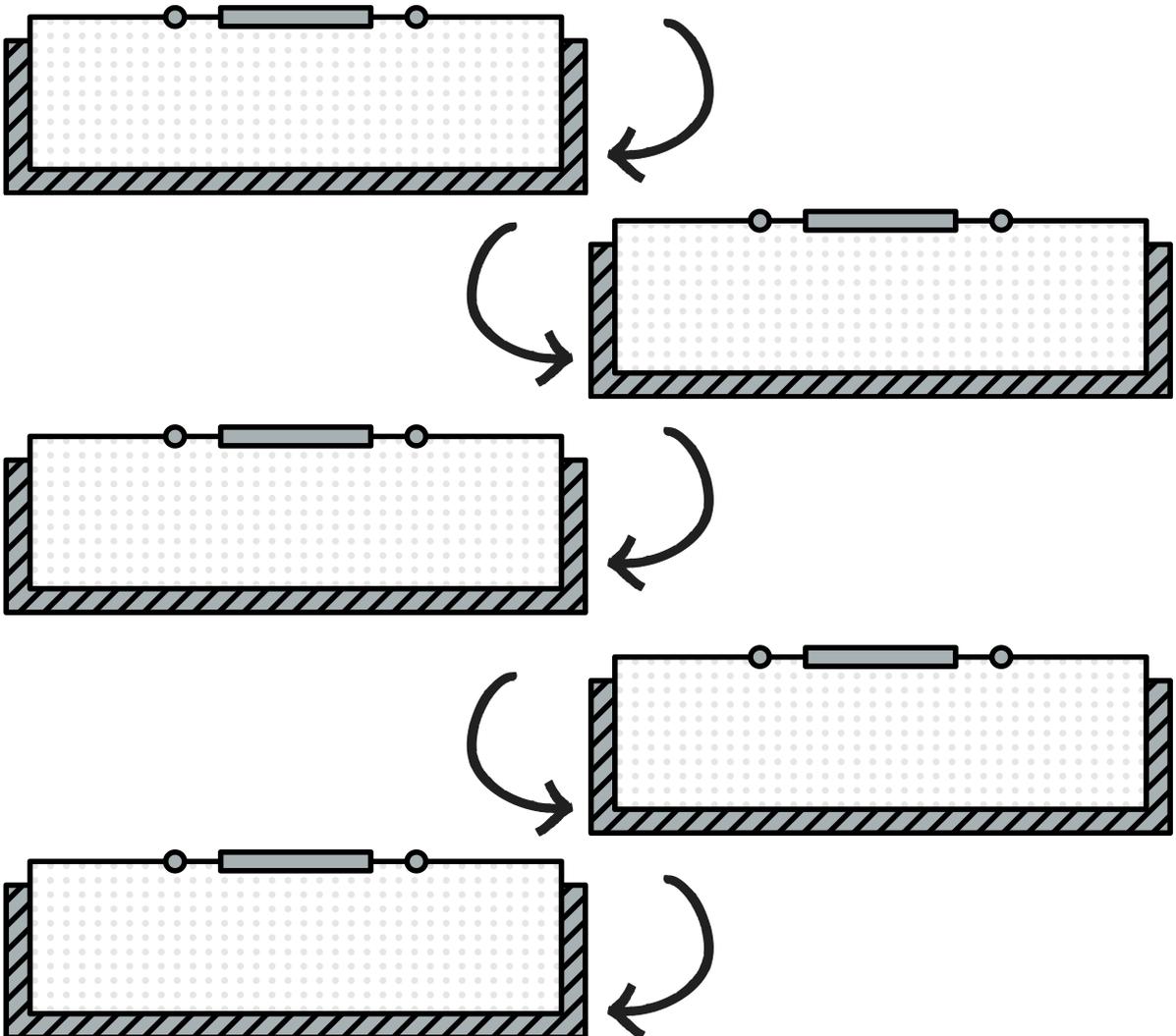
## 4.2 Organize personal selling



Define personal selling



Organize the roles of personal selling





## Structured questions

- a. Klasik Couture is a company produce clothing for women. In order to attract potential customers, they decide to use public relations and publicity. Organize **FIVE (5)** activities in public relations and publicity for the company. (15 marks)
- b. Discuss briefly **FIVE (5)** roles of personal selling. (10 marks)

# TOPIC 5

## DIRECT MARKETING AND INTERACTIVE & INTERNET MARKETING

### LEARNING OBJECTIVES:

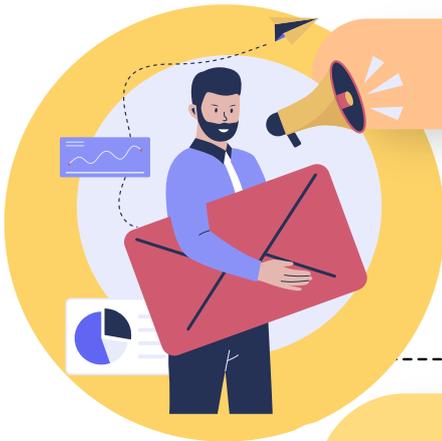
**01**

Organize Direct Marketing.

**02**

Demonstrate interactive and internet marketing.

# QUICK FACTS TOPIC 5



## Direct Marketing

Direct Marketing is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction using one or more media.

## Direct Marketing Media

- Direct mail/catalogs
- Telemarketing
- Home Shopping
- Kiosk Marketing
- Mobile Marketing



## Interactive & Internet Marketing

Internet marketing also known as digital marketing, web marketing, online marketing or e-marketing, is the marketing of products or services over the internet.

## The Internet Communication Objectives

- Create awareness
- Generate interest
- Disseminate information
- Create an image
- Create a strong brand
- Stimulate trial
- Create buzz
- Gain recognition



## Promotional Tools on the internet

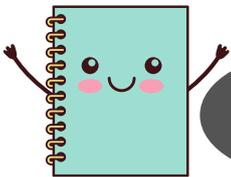
1. Advertising on the Internet
2. Sales promotion on the Internet
3. Personal selling on the Internet
4. Public Relations on the Internet
5. Direct Marketing on the Internet
6. Social Media Marketing

## 5.1 Organize Direct Marketing.



Define direct marketing

A large, empty grey rectangular box intended for writing the definition of direct marketing.



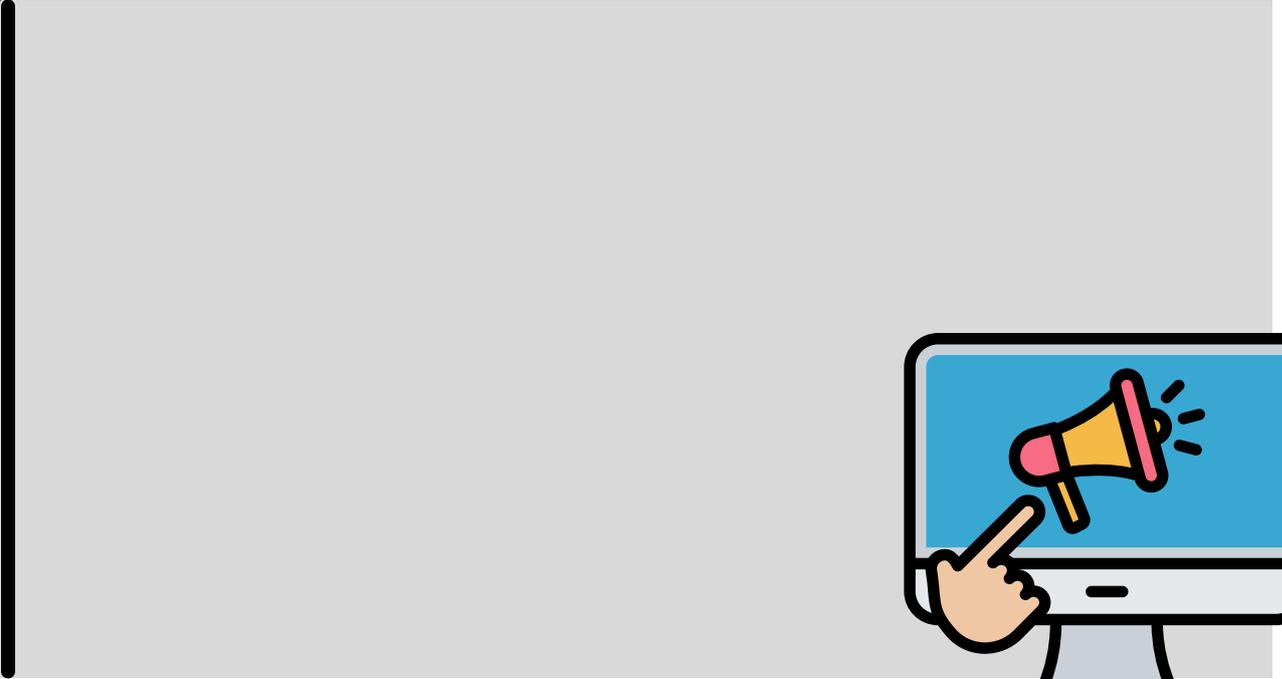
Construct the direct marketing media

A vertical list of six empty rectangular boxes, each with a pink rounded bar at the top. The boxes are connected by large, white, downward-pointing arrows on the right side, and a large, white, downward-pointing arrow is on the left side, indicating a sequential flow for constructing direct marketing media.

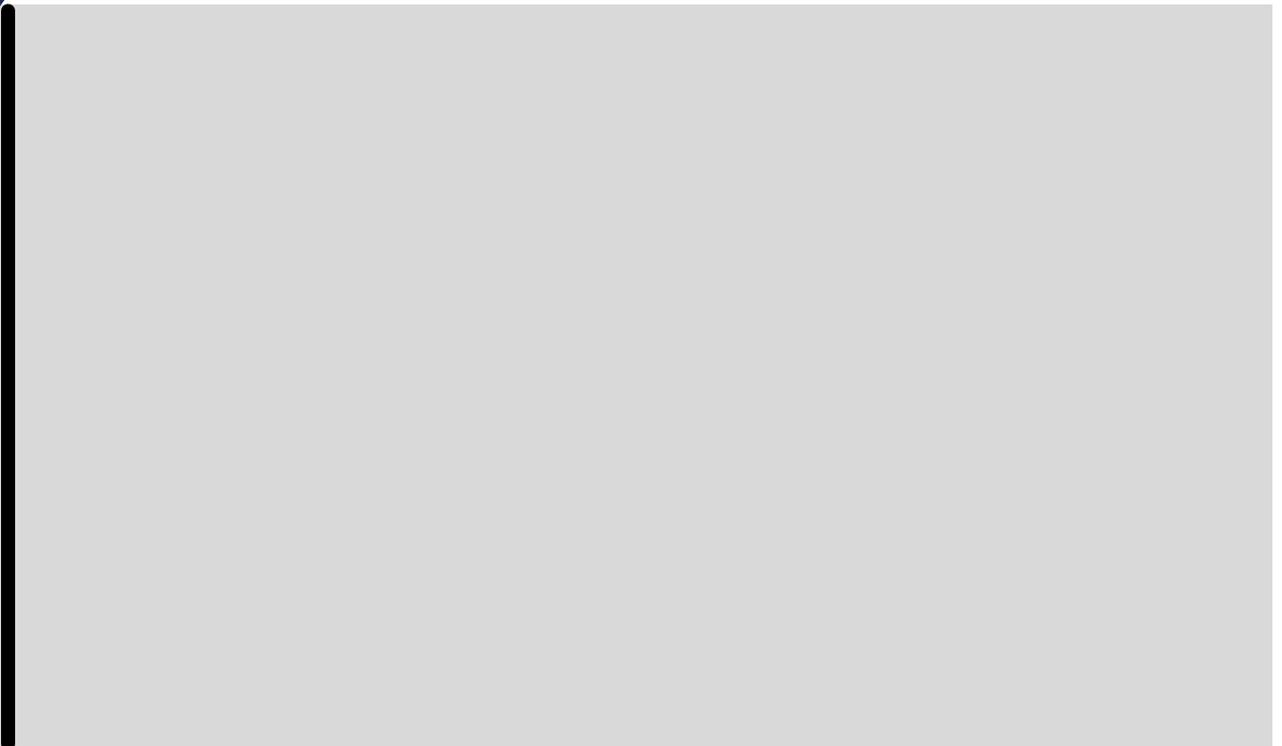
## 5.2 Demonstrate interactive and internet marketing



Discuss interactive and internet marketing

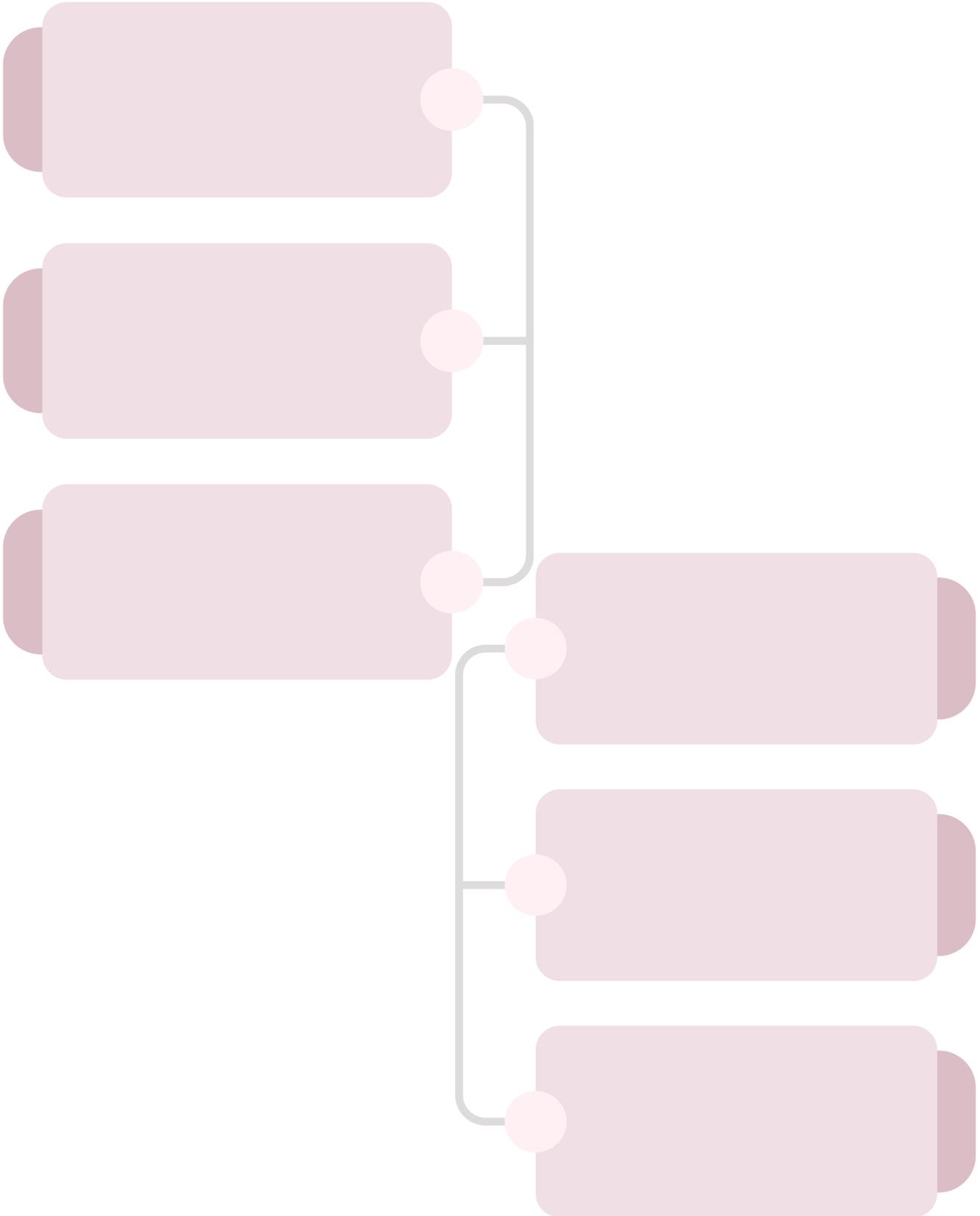


Demonstrate the internet communications objectives





Demonstrate the promotional tools on the internet





## Structured questions

- a. B-bling Jewelry has launched a new product and intends to promote it using direct marketing. Show your company **FIVE (5)** direct marketing media that are appropriate for the company as a marketing manager. (15 marks)
- b. Ayra, a boutique owner, wants to promote her business online. Demonstrate **FIVE (5)** types of advertising on the internet that Ayra can use to promote her boutique. (15 marks)

# TOPIC 6

## INTEGRATED MARKETING COMMUNICATIONS BUDGET

### LEARNING OBJECTIVES:

**01**

Decide promotion budget approach.

**02**

Evaluate the factors influence promotion budget allocation

# QUICK FACTS TOPIC 6



## Integrated Marketing Communications Budget

### Top-Down Approach

Budgetary amount is established (usually at an executive level) and then the monies are passed down to the various department. These budgets are essentially predetermined and have no true theoretical basis.

### Top-Down Approach Method

- The affordable method
- Arbitrary allocation method
- Percentage of sale method
- Competitive parity method
- Return on investment (ROI) method



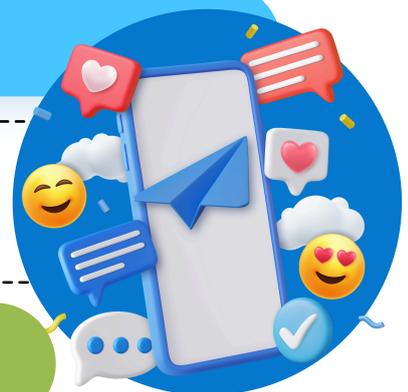
### Build Up Approach

A more effective budgeting strategy would be to consider the firm's communications objectives and budget what is deemed necessary to attain these goals.



### Build Up Approach Method

- Objective and task method
- Payout planning method
- Quantitative models method



## The Factors Influence Promotion Budget Allocation



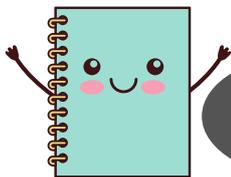
A more effective budgeting strategy would be to consider the firm's communications objectives and budget what is deemed necessary to attain these goals.

## 6.1 Decide promotion budget approach.



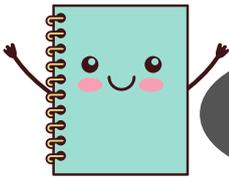
Define TWO (2) types of Integrated Marketing Communications Budget

Two large, empty grey rectangular boxes for writing the answer.

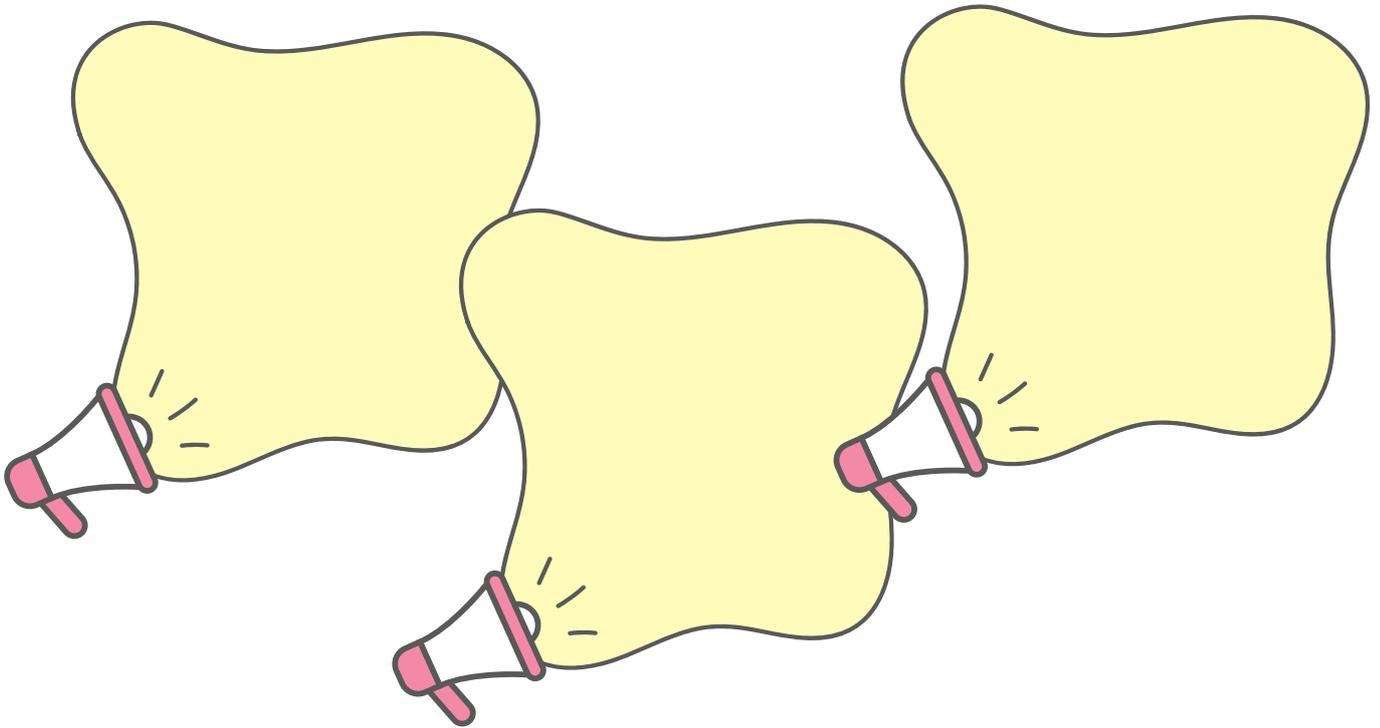


Recommend top-down approach method

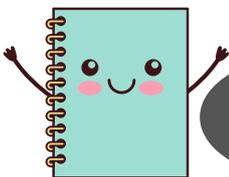
Five blue rectangular boxes with dashed lines, arranged in two rows (two on top, one in the middle, two on the bottom) for writing the answer.



Recommend build-up approach method



## 6.2 Evaluate the factors influence promotion budget allocation



List down the factors influence promotion budget allocation.

A collection of seven light orange, rounded rectangular boxes for writing. One box is positioned at the top center, and the remaining six are arranged in two vertical columns of three boxes each.



## Structured question

GoodOne is a brand for smartphone and has barely 0.3% market share in the smartphone market. The brand aimed to re-establish its brand in the markets, establish a connection to drive loyalty and repeat purchase with its target customers. They plan using various Integrated Marketing Communications tools to achieve their goals

Analyze the above situations and suggest any **THREE (3)** build-up budgeting approach to the company. (12 marks)

# The writer's biography

**Norwidayati bt. Ahmad@Nasiman** is Head of Programme for Diploma in Marketing in the Commerce Department, Politechnic Merlimau, Melaka. She began her career as a lecturer in 2006. She has been teaching for more than 10 years in marketing. She holds her Bachelor's Degree in Marketing and Diploma in Business Studies from Universiti Teknologi MARA (UiTM) as well as Diploma in Education from Universiti Tun Hussein Onn (UTHM).

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e ISBN 978-967-2762-88-1



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