5-1 Milestone Three: Integrated Marketing Communication Plan (Artifact 3)

Submit a draft of an integrated marketing communication plan (IMC) to reach out to your client's prospective consumer through marketing communications. Provide a comprehensive discussion of communication objectives you want to achieve for your client, and recommend an appropriate mix of integrated marketing communication tools to meet those objectives. Include a discussion of the tools major competitors are using and their effectiveness. Consider costs, timeline, and proposed measure of success as well. You will also want to consider legal and ethical factors in your target market that may impact your communication strategy.

Prepare a sample communication piece such as a commercial, print advertisement, a direct mail packet, or a social media site. Ensure your suggestions reflect the strategic goals of the organization.

This piece of your marketing portfolio will be integrated with all other artifacts, so consider each of them as you prepare your IMC.

In the third artifact in your portfolio, you will develop a plan for communicating the availability of your client's product to the target market(s) you identified, using a clear, unified message. The options you present to the client should include a mix of communication approaches such as social media, sales promotion, direct marketing, digital marketing, advertising, and/or public relations designed to effectively reach the target market(s).

In addition, you should consider how legal and ethical factors such as truth in advertising and other relevant rules and regulations come into play in your communication strategy, including how these considerations might be different in markets outside the United States.

To flesh out your concepts and provide the client with a concrete example of the type of marketing you are suggesting, you will also include a sample marketing communication as part of your integrated marketing communication (IMC) plan. Although the IMC plan as a whole should be geared toward the client, the sample marketing communication should be designed to communicate with the target audience.

To keep your plan grounded in reality, be sure to base your suggestions on sound marketing principles, research into what successful competitors have done, and provide a comprehensive consideration of costs, including the costs of hiring individuals to carry out the activities, based on current expense rates for various types of media advertising. In addition, ensure that your suggestions reflect the strategic goals of the organization. In other words, is what you are suggesting feasible? Be sure to integrate the financial, logistical, and target market knowledge generated in the other artifacts in your portfolio in creating your communication plan.

Prompt: Create an IMC plan for your client's product or service. In developing your draft IMC plan, be sure to include the following:

- Specific promotional objectives of the communication activity or activities
- A range of viable communication options, including what major competitors have done, and the costs of the different options
- A timeline for conducting the activities and proposed measures of success
- Legal and ethical factors, including those present in markets outside the United States

- A sample marketing communication (e.g., an ad or radio spot, artistic ad copy for a magazine, script, or other instructor-approved item) designed to communicate with the target audience
- Integration of financial, logistical, and target market factors
- Justification for your proposed communication activities based on sound marketing principles and strategic goals of the organization