

IMC – Marketing questions with correct answers

What is IMC? - Answer Integrated marketing communications is the process of integrating all elements of the marketing communications (promotional) mix to deliver a consistent message and therefore achieve greater impact

What are the 5 core elements of IMC? - Answer 1. The message - rational or emotional

2. Tools - promotional mix

3. Media channels - print/broadcast/digital etc

4. People - target audience

5. Context - Sector and industry

What are the 6 elements of the extended promotional mix? - Answer 1. Advertising

2. Public relations

3. Sales promotion

4. Personal selling

5. Digital marketing

6. Direct marketing

What is advertising?

And what are its key aims? - Answer Advertising is a non personal communication about a firm and its products, transmitted to a target audience through a mass medium.

It aims to create awareness, position products, correct misconceptions and remind viewers

Sample Answers For Icm Marketing Principle Exams

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