



Fermanian School of Business

MKT 3036-1: Integrated Marketing and Sales Communication

3 Units

Spring 2026-Sections 1 and 2

Meeting days: Tu/Th	Instructor: Dr. Mary Beth McCabe
Meeting times: Section 1: 1:30-2:45pm and Section 2: 3-4:15pm	Phone: 858 488 2867 (cell)
Meeting location: FSB 101	E-mail: mmccabe@pointloma.edu
Final Exam: Section 1: Tuesday, May 5 1:30-4pm. Section 2: Thursday, May 7 4:30-7pm.	Office location and hours: FSB 134 by appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

A study of the marketing and sales communications functions. Topics include creative strategy and content, advertising media strategy and selection, public relations, sales promotions, personal selling theory, and ethics in marketing communication. Special emphasis will be given to developing an integrated marketing communication plan and a corresponding sales presentation to a client.

EXPANDED COURSE DESCRIPTION

Today’s marketers face a wide range of tools—advertising, direct mail, mobile media, social media, email, public relations, AI, SEO, outdoor, and content marketing. The most effective way to make sense of these options is by integrating them into a unified campaign. This course introduces the principles and practices of Integrated Marketing and Sales Communication,

emphasizing clarity, consistency, and audience-driven messaging across traditional and digital channels.

Students will build a strong foundation in consumer insight, branding, segmentation, positioning, and message strategy. Through lectures, case studies, and discussion, plus applied learning with real clients, the course examines how integrated communication and sales programs are planned, developed, and executed. By the end, students will understand how to design and deliver cohesive marketing communications that align with organizational goals and meet audience needs.

PREREQUISITE

MKT 2032, Principles of Marketing

INTRODUCTION

In today's world, we are exposed to more than 10,000 advertisements each day. Given these levels of exposure and the competitive nature of our global economy, understanding marketing strategies and tactics is crucial to today's business professionals. It has become increasingly difficult for corporations and non-profits to reach their targeted audiences. Throughout the semester, you will rely on your experiences and creativity to learn how to navigate in our IMC world of advertising, promotion, and sales.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Exhibit an in-depth understanding of the integrated marketing communication functions and their role in marketing strategies (TUG: PLO 1, G1 & G2); (BBA: PLO 1, G1 & G2).
2. Create an integrated marketing communication program to include a traditional mix of media employing advertising, direct marketing, sales promotions, public relations, and personal selling solutions (TUG: PLO 2, G1 & G2); (BBA: PLO 2, G1 & G2).
3. Develop a mobile app as part of an integrated marketing communication plan (TUG: PLO 1, G1 & G2); (BBA: PLO 1, G1 & G2).
4. Evaluate the effectiveness of an integrated marketing communication program (TUG: PLO 2, G1 & G2); (BBA: PLO 2, G1 & G2).
5. Collaborate effectively in teams in the formulation and presentation of an IMC plan to clients. (TUG: PLO 3 & 5); (BBA: PLO 3 & 5).
6. Apply professional communication and sales skills to propose an integrated marketing communication plan (TUG: PLO 3 & G1); (BBA: PLO 3 & G1).

MARKETING PROGRAM FRAMEWORK

We are guided by the philosophy of marketing...we are Market Oriented.

We believe that this philosophy leads to the following principles.

- Market analysis shapes our Marketing
- Marketing Strategy guides Tactics
- Don't become myopic

The UCAM is a direct result of this philosophy of marketing. It is how the students take our philosophy and put it into practice to solve problems. "We are problem solvers."

- Identify a market(s) (Uncover)
- Insights from the applicable market(s) (Connect)
- Build a strategy/execute (Action)
- Measure

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Integrated Marketing Communications: Building the Brand, 2025 ebook only
Law, Diane
2. Mobile Marketing Essentials, 2026 ebook only
McCabe, Mary Beth and Becker, Michael (Available After Feb 2, 2026)

Lomabooks Instructions for Students

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.

For more information about LomaBooks, please go: [HERE](#)

OR:

Link to purchase two ebooks via sign on from Stukent once you sign in on Canvas and you will need a credit card. These are required materials. Note: Book 2 is available after Feb 2.

3. The following content sites should be used to provide additional marketing information for **Marketing in the News Discussions in the first few weeks of class. These are preferred platforms for high quality news content.**
 - [Marketing Profs](#)
 - [Marketing Dive](#)
 - [Social Media Examiner](#)
 - [American Marketing Association](#)
 - [AdAge](#)
 - [ADWEEK](#)
 - [Chief Marketer](#)
 - [Creative Magazine](#)
 - [eMarketer](#)
 - [Marketing Charts](#)

ASSESSMENT AND GRADING

ASSIGNMENTS POINTS GRADE SCALE

Company Situation Overview (SWOT), SMART Objectives, and Campaign Plan (individual)	100
IMC Tactics: 5 Deliverables Combination of group and individual assignments (5 x 60 points)	300
AI Advertising Topics Presentation/Demonstration (group)	60
Marketing in the News Discussion/Case (5 x 20 points)	100
KPI assignment for Final IMC Paper (individual)	50
Integrated Marketing Communications Reflection Final (individual)	150
Written IMC Paper (group paper and in class presentation)	130
Scavenger Hunt Assignment (Week 1)	10
Class Attendance, Peer Evaluation, and In Class assignments	40
IMC Video of Field Trip to PLNU TV/Radio/Podcast Studios	10
10 Quizzes 5 points each	50
Extra Credit for course eval.	----
TOTAL	1,000

Grades

Grade	Score %
A	93-100
A-	92-90
B+	87-89
B	83-86
B-	80-82

C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

WEEKLY SCHEDULE

Class Dates	Class Content	Assignment Due
Week 1		
Jan 13, 15	Review of course content, assignments, grading, etc. IMC Chapters 1, 2 Integrated Marketing Communications (IMC) and Successful Campaigns In class demonstration of creativity, IMC plans, practice on outside client projects.	Introductions Advertising Concepts Scavenger Hunt Quiz 1
Week 2		
Jan 20, 22	IMC Chapter 3 Understanding the Market (Uncovering from UCAM) IMC Chapter 4 The Creative Process IMC Team Project Explained Meet clients: 1:30pm Jan 20 Section 1 teams 1-4: Chick Fil-A, Liberty Station location. In person 3 pm Section 2 1-4 Terra Bella Nursery. In person 1:30pm Jan 22 Meet the Client teams 1-4 Jensen's Foods (meet by front door) 3pm Section 2 teams 5-8 ECS Episcopal Church Services Youth Outreach (meet in class)	Discussion Quiz 2
Week 3		

Jan 27, 29	<p>IMC Chapter 5 Marketing Communications Mix (Connecting from UCAM)</p> <p>IMC Chapter 6 IMC Channels: Advertising</p>	<p>Discussion Quiz 3</p> <p>(Individual Assignment) Company Situation Overview (SWOT), SMART Objectives and Campaign Plan</p>
Week 4		
Feb 3, 5	<p>IMC Chapter 7 Channels: Public Relations Case Study – Sephora and PR/Crisis Communication</p> <p>Feb 5 Guest speaker: Sachi Stearns PLNU Graphic Designer</p>	<p>Discussion Quiz 4 Case Study on Sephora</p>
Week 5		
Feb 10, 12	<p>IMC Chapter 8 Channels: Digital Marketing Feb 10 Guest Speaker: Reid Carr, Red Door Interactive</p> <p>Mobile Marketing Ch 1, 2</p>	<p>Discussion Quiz 5 on MM Ch 1, 2</p>
Week 6		
Feb 17, 19	<p>IMC Chapter 9 Channels: Direct Marketing Practice Digital Ad in class</p> <p>IMC Chapter 10: Channels: Broadcast Media</p> <p>Field Trip to PLNU-independent/outside of class TV/Radio/Podcast in Ryan Library</p>	<p>Discussion Quiz 6 on IMC Ch 9, 10 Individual Assignment: Create a digital ad</p> <p>Video Summary of PLNU-TV, Radio/ Podcast Field Trip Visit</p>
Week 7		
Feb 24, 26	<p>IMC Chapter 11: Channels: Print/OOH Practice Press Release in Class</p> <p>Mobile Marketing Ch 3, 4</p>	<p>Quiz 7 on MM Ch 3, 4 Individual Assignment: Write a Press Release</p>
Week 8		
March 3, 5	<p>IMC Chapter 12 Implementing the Campaign Practice creating: Direct Mail/Brochure in class</p>	<p>Quiz 8 on MM Ch 5, 6 Group Assignment: Develop a direct mail postcard or brochure</p>

	<u>Mobile Marketing Ch 5, 6</u>	
Spring Break March 9-13		
Week 9		
March 17, 19	<u>IMC Chapter 13</u> Measuring Campaign Success Practice Mobile App and Marketing Apps in class <u>Mobile Marketing Ch 7, 8</u>	Quiz 9 on MM Ch 7, 8 <i>Individual Assignment:</i> Develop Mobile App Prototype and Strategy
Week 10		
March 24, 26	<u>Mobile Marketing Ch 9, 10</u> <u>AI in Advertising Topics Group Presentations</u> <u>Teams 1-3 Thursday</u>	Quiz 10 on MM Ch 9, 10 AI Advertising Concepts Presentations (<i>Groups 1-3 Assignment</i>) <i>Group Assignment:</i> Develop Storyboard and TV commercial
Week 11		
March 31, April 2	<u>AI Advertising Topics Group Presentations:</u> <u>Teams 4-6 Tuesday</u> <u>Group work in Class Thursday</u>	AI Advertising Concepts Presentations (<i>Groups 4-6 Assignment</i>)
Week 12		
April 7, 9	Sales Lab 1: Personal Selling Budget Allocation Exercises: Media Planning budget decisions (Activate)	In class Selling Reflection assignment
Week 13		
April 14, 16	Sales Lab 2: Sales Automation/Management Exercise: Spend Budget of \$50k IMC Prep for Presentations and written plans: KPI's Budget, Implementation, Measurement	<i>Individual assignment</i> Submit written expectations of KPI's, Budget, Implementation, Measurement Due
Week 14		
April 21, 23	IMC Client Presentations: Teams Tuesday 1: Chick Fil-A	<i>Assignment:</i> Final IMC Campaign Plan and Client Presentation/Peer

	2:Terra Bella Teams Thursday 1: Jensen's Foods 2: ECS	Evaluation (<i>Group Assignment</i>) Due on <i>presentation day</i> .
Week 15		
April 28, 30	28 th Class via Zoom with Camera on. Zoom ID will be 858 488 2868 IMC Plan Reflections, post feedback pitching campaign	In Class Assignment: Peer Pitching Campaigns to classmates.
Finals Week		
May 5 (1:30pm class final at 1:30pm) or May 7 (3pm class final at 4:30pm) (final exam meeting in person, Reflections are due by 11:55pm May 4 (individual take home exam and class attendance is required 1:30-4pm)		

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Automatically, a zero will be posted. Late assignments will be eligible for up to 80% the first day late, 60% the second day and no points the third day. If there is a technical issue, make a screenshot that it was completed. Incompletes will only be assigned in extremely unusual circumstances.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

PLNU COPYRIGHT POLICY Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

USE OF AI TOOLS

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are encouraged to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, NotebookLM, Gemini, etc.) in this course for first drafts. Any work that utilizes AI-based tools must be cited per APA 7th edition guidelines. Here is an example of proper AI citation: OpenAI. (2025). *ChatGPT* (version 5.1) [Large language model]. Retrieved from <https://chat.openai.com/chat>. (Include the AI generated work here, in the citation, For example: “The most popular social platform is Facebook.”)
Plagiarism is defined as using or taking credit for someone or something else’s work without permission or acknowledgment.

The AI-generated work is not sufficient. You must “own” the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for AI-generated work without evidence of your “human touch.”

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one’s own when in reality they are the results of another person’s creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student’s eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with

online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University is strictly prohibited.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

ASSIGNMENTS

Each assignment must contain a title page with the names of all the group members, the title of the project and the date. Points will be deducted if the assignments do not contain a proper title page.

3 Part Assignment: Company and Situation Overview (SWOT), Objectives (SMART) and Campaign Plan (Individual Assignment)

Purpose: The purpose of this assignment is to help you create an IMC plan with a sound foundation, supported by UCAM (Uncovering, Connecting, Activating and Measuring) using more advanced tools and techniques.

Skills:

The skills of accessing and collecting information from appropriate secondary and primary sources.

Synthesizing information to develop informed applications of marketing campaign development.

Composing a well-organized, clear report to expand your marketing knowledge.

Knowledge:

You will take away skills of developing a SWOT analysis. You will learn how to create a campaign plan and objectives. You will gain an understanding of an organization, its products, targets and competitors with an overview and analysis.

Task:

1. Review the company information provided by the client plus research the internet and databases for additional details not provided.
2. Create the overview of the situation (SWOT) from what you have learned and write it clearly in document to be shared with your team after submission.
3. Submit your work, at least 3 typed pages in a Word doc

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Company & Situation Overview (SWOT) (part 1)

- Gain an understanding of the organization, product/service, target audience and competition.
- Provide an overview of the organization and their product/service
- Analyze what is going on with client and its customers in the market with a SWOT analysis

IMC Campaign SMART Objectives (part 2)

- Develop the campaign communication objectives. **Minimum of 3 SMART objectives** for your campaign and explain your rationale.
 - What are you trying to achieve with the campaign? Awareness, stimulate sales, influence target market preferences, etc. (e.g., “achieve 10 percent market share in the market within 12 months of product introduction” is a SMART objective).
- Be sure your objectives are SMART (specific, measurable, achievable, relevant, and time specific).
 - Every element of your plan is put in place to help you achieve your objectives.

IMC Campaign Plan (part 3)

- Define the campaign.
 - Is the marketing strategy to penetrate the market rapidly? Will you try to build awareness and market share over time?
- Determine Campaign Duration
 - How long will the campaign last and what is the timing of each element?
- Marketing Tactics
 - Explain what promotional elements you will employ to best capture your target market’s attention and motivate them to act. Determine several target markets and personas (describe one typical person in the target in detail) and why you selected this specific audience to best achieve the campaign objectives.
 - Consider various types of promotional appeals and tactics.
 - Do not create the promotional mix elements yet.**

Assignment: Digital Ad

Note: Individual Assignment

Skills: The skills you will develop here will demonstrate how you would communicate in a paid ad with your target audience (persona), using the branding and messaging elements of the campaign the group has decided on. You will develop the skills of explaining the rationale for your choices of headline, images, font, and call to action.

Task: Design a digital ad for your client assigned. Consider tangible and intangible elements. Design the advertisement to be used in the IMC campaign that meets your SMART objectives from the earlier project and conversations with your team members. Your team members should all share ideas on branding for this assignment, because the ads will **all** be included in the final project.

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- Explain the reasons you selected the type of advertisement you developed. Explain the brand image you are looking to portray, the message you are sending with the advertisement, how the advertisement supports the marketing objectives, and where you will run the ad (ex. Facebook, YouTube, etc.).

Assignment: Press Release

Note: Individual Assignment

Task: Write a press release in the proper format for the audience you want to reach, i.e., media and influencers. Use an image to create a bigger impact. Be sure to include a caption.

- **Everyone** in the group will write a press release that may be used in the group’s earned marketing activities.
- Select a topic for the press release that meets your SMART objectives and share the concept with your team before submitting.
- Minimum of 3 to 4 paragraphs using the template provided in Canvas.

Assignment: Direct Mail Postcard or Brochure

Note: Group Assignment

- Design a direct mail postcard **or** a brochure. Explain the brand image, message and means of delivery to be used for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve. Consider tangible and intangible elements, such as delivery date and shape as well as Call to Action.

Assignment: Commercial Storyboard and Commercial for TV

Note: Group Assignment

Task: Develop a storyboard and a TV commercial

- Design a commercial storyboard that demonstrates how you plan to bring your positioning and messaging strategies to life. Explain the brand image, message and means of delivery to be used as the platform for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve.
- Include the audio elements in your description, such as script, narration, dialogue, sound effects, etc.
- Create the video from the storyboard, using your phone or other editing tools. It can be 15, 30, 60 seconds. Submit the file with team number to Canvas. A link is not enough, the file needs to be sent, too. Be sure to include the script, music, and sound effects in the storyboard.

Assignment: Mobile App Prototype and Strategy

Note: Individual Assignment

Task: Design a mobile marketing app for your client.

Consider how users experience will be with your app. Consider what you will do in your campaign to get people to download and use the app. Consider using a tool such as Figma or Loveable.ai to design your app. You do not need to code, but design the user experience, including navigation strategy and communications/branding.

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- Explain the reasons you selected the type of mobile app, what it will take to build a prototype, wireframe, test and use the app, and how you will promote, download and use.

Assignment: AI in Advertising Topic Presentation

Note: Group Assignment

Due Dates: Varies based on topic. See topics list below.

Task: Research the topic assigned. See the list of guidelines below.

Students will develop a presentation/demonstration based on an advertising topic. You have 15 minutes to discuss the topic and demonstrate how to use the ideas. Following are the pre-selected topics. For each of the following topics develop a presentation/demonstration that teaches the class about the specific topic. Show your class how you researched, found and created content. Include two discussion questions. Have fun teaching us.

AI in Advertising Topics

- One Big Idea Across Channels: Paid, Owned, Earned Media, same brand**
- Sales Promotion Ideas/Premiums**
- Billboard Design**
- Sales Management and Automation**
- Ads for Low-Interest Products (insurance, toothpaste, utilities, etc.)**
- Mobile First Advertising Concepts: UX, QR codes, geo location, apps, etc.**
- Personalization vs Privacy: Helpful vs Creepy**

Assignment: KPI's, Budget and Implementation, Measurement

Note: Individual Assignment

Tasks:

Make a list of the KPI's (Key Performance Indicators, which will come from your metrics (what you measure), such as: Number of new customers, revenues, downloads, CPC, CPA, etc.) for your final presentation.

Include a one-page summary with visuals of your KPI's and what you expect. (min of 3-4 paragraphs)

Create a budget (google or excel spreadsheet) with the items that you will need for this campaign, and only those items. Total the budget expenses.

Create the detail that this plan will be implemented by your team.

Assignment: Final IMC Plan & Presentation

Note: Group Assignment

(Group PPT and written plan)

Tasks: Collaborate as a group to combine these UCAM elements into one presentation and one paper. Review for coherence and clarity. Consider one voice in your written paper submission.

- Title Page

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- Table of Contents
- Company and Situation Overview
- Campaign Plan
 - Campaign Objectives
 - Campaign Impact and Duration
- Marketing Tactics (select those that apply)
 - Advertising Strategy
 - TV Commercial
 - Email Campaign
 - Mobile Marketing Strategy
 - PR Strategy
 - Press Releases
 - Direct Marketing Strategy
 - Direct Mail or Brochure
 - Sales Promotion Strategy (if using a sales promotion)
 - Develop a sales promotion, i.e., contest, coupon, sampling, etc.
 - Personal Selling Strategy (if needed)
 - Sponsorships/Events (if using sponsorships or events)
 - Recommend sponsorships and/or special events
- Implementation
 - Develop a timeline for the launch of the campaign and its specific elements (media flowchart).
 - Budget, including spending details, CPM's and media recommended
- Evaluation and Measurement
 - How will you know if your campaign was a success?
 - Include KPI's (expected) measurement metrics, anticipated results, and means for evaluating the proposed campaign.
- References/APA 7.0 Style

Students will use the instructor's feedback to revise each deliverable and deliver a final comprehensive integrated marketing communications plan to support the launch of the product/service. Project will be "sold" to the client at final presentation. Ask for the client to hire you for the project. Selling your ideas is part of the process.

Peer-to-peer evaluations will be conducted to evaluate the best presentations and give added feedback.

Final Exam: IMC Plan Reflection (individual)

At the end of the IMC team project, each team member will write a 4-page report to the Chief Marketing Officer on your integrated marketing communications and sales strategy as the Media Manager, informing and defending your marketing communication and media decisions and making specific recommendations. The CMO wants to know: What strategy decisions did you make? Why did you make specific decisions? What were the expected (KPI's) results of your decisions? What are the next steps in your campaign?

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Your analysis includes:

- Overview of the situation at the start of the campaign (very brief)
- Market factors and target audiences leading to your campaign strategies/tactics from analysis of the environment (brief)
- Main marketing communication strategies/tactics used (including mobile marketing)
- List and explain the strategies/tactics and the rationale for using it.
- Results expected in terms of SMART objectives. KPI's should be identified, explained and defended.
- Conclusions/Summary from current IMC team plan in your own words (focus on specific outcomes)
- Recommendations for the future based on the changes suggested for improving the campaign (focus here on what marketing strategies you would have done differently, like a Monday morning quarterback).