

workshop agenda

accelerated IMC Planning: **Maximize the Power**

DAY 1

Course Introduction

Getting Grounded

- The Marketing Mix and Marketing Communications: What's the Relationship?
- The 11 Marketing Communication Categories/Tools And Their Roles
- IMC Defined
- Integrated Marketing vs. IMC vs. Integrated Promotions

Hot Topics in IMC

- Who's Doing It and Why?
- Client and Agency Philosophies/Practices
- Challenges and Barriers to Success

A Game Plan for Effective IMC Campaign Planning

- Ten Step Approach for IMC Success
- Knowing the Consumer, Having an Insight, and Understanding the Marketing Challenge

IMC "Innovation Ovations"

- Case Study Review

Organizing for IMC

- What's the Right Structure?
- Who Leads the Effort?
- Who Owns It?

DAY 2

Case Study Review

IMC Campaign Planning Group Project

- Cross Functional Team Planning

IMC Plan Presentations

- Group Discussion/Feedback

Course Wrap-Up

- How Will You Own IMC?
- IMC "IQ Challenge"
- Seminar Evaluation