**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Integrated Marketing Communication**

**Internal Assignment Applicable for September 2020**

**1. Looking at the market requirement, you have started providing pre-packaged Fruit and vegetable baskets for delivery in Mumbai. Describe the 4 P’s for your brand**

**INTRODUCTION:**

The very purpose of marketing is to make your promising customers aware of your products. A marketing mix is the set of those factors which a company can leverage to make the consumer purchase its products. As the term suggests, it is indeed a mix of many tactical marketing tools. The role of the marketing executive is to prepare the right combination to bring out the excellent synergy between the product and the targeted audience. Marketing mix usually refers to the set of 4Ps viz. Product, price, Promotion, Place. But theoretically, the marketing mix is a much broader

**2. Check out the 2 Minute video A tale of 2 Blends from Red Label. Describe the 7 elements of communication for this message. Explain how would you use it to explain the Murphy’s model of communication.**

**Video Link: https://www.youtube.com/watch?v=Wv6lDB\_6Ls0&feature=emb\_logo**

**INTRODUCTION:**

Simply, we can define communication as “sharing of ideas or feelings with others.” Communication takes places when one person transmits information and understanding to another person. There is a communication when you respond or listen to someone. Movements of lips, the wave of hands or the wink of an eye may convey more meaning than even written or spoken words. The basic elements of communication process include communicator, communicatee, message, channel and feedback.Whenever you've had a conversation, texted a friend, or given a business presentation, you have engaged in communication. Any time two or more

**3 Case Study**

**‘Plan your holiday’ targeting to double their market share**

**You are Brand Manager at PYH and have been given a target to double the market share in 3 years. (Pre-covid)**

**a. How would you use IMC to promote your brand?**

**b. How would you leverage Influencers to promote your brand?**

**a.**

**INTRODUCTION:**

Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as “a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact.” The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand’s core image and messaging are reinforced as each marketing communication channel works together as parts of a unified whole rather than in isolation. Finally, with the rapid development of the Its sample only

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