**Integrated Marketing communication**

**September 2022 Examination**

**Q1. For the upcoming new first-ever physical HEALTH LABORATORY outlet from the existing successful online e-health check-up service provider ‘HEALTHFINE’, develop their Integrated Marketing Communication Planning process plan. The answer should not only give a brief theoretical explanation of each step but also apply the theory concept for each step with the given pathology service outlet service getting introduced. (Expectation is that you will write all Integrated Marketing Communication planning process steps, each step will be first explained in theory in brief and then same step will be represented for handling new pathology laboratory outlet related Integrated Marketing Communication need. Answer within the structural learning imparted with appropriate application of the concept will be considered for evaluation. You can make assumption/s but state them clearly) (10 Marks)**

**Ans 1**.

**Introduction:**

Integrated marketing communication is combining a range of communication media to convey a unified, consistent statement and have the intended effect on consumer perceptions and behavior. Create, communicate, and produce value to consumers so that the "total is more than the sum of the parts" is the goal of the integrated marketing communications process. To clearly explain the value to clients and foster relationships with customers, a corporation's promotion tools are combined. Increased customer acquisition, retention, and loyalty are made possible by it. An IMC strategy is just as important as a strategic plan, regardless of the

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**Q2. As an expert in Integrated Marketing Communication, you have been asked to develop the process of branding for a new coming up branded jewellery chain of exclusive outlets in your city. The answer should not only give a brief theoretical explanation of each step but also apply the theory concept for each step with the given retail service. (Expectation is that you will write all process of branding steps, each step will be first explained in theory in brief and then same step will be represented for handling new jewellery brand. Answer within the structural learning imparted with appropriate application of the concept will be considered for evaluation. You can make assumption/s but state them clearly). (10 Marks)**

**Ans 2.**

**Introduction:**

A brand is an abstract entity used in marketing or business that makes it easier for customers to recognize a certain organization, item, or person. It enables you to establish bonds with customers, which may ultimately result in the development of devoted clients. The methodical procedure used to develop, communicate, and strengthen a company's brand is known as the branding process. It entails a series of actions that happen in order. These steps may change based on who is performing the duties and the particular results the company is attempting to attain. Your brand's color scheme, typefaces, tone of the voice, symbol, and

**Q3. A leading international gymnasium brand is setting up a gymnasium in your city. This brand usually sets up its gymnasium in an owned place, have a non-exclusive uni-sex set up for male and female. As they are new within your city, they are seeking your support as an expert on the following aspects;**

**a. Provide a DIRECT MARKETING plan, in brief, using characteristics of direct marketing. The answer can directly apply the learning for the given service. (Answer within the structural learning imparted with appropriate application of the concept will be considered for evaluation). (5 Marks)**

**Ans 3a.**

**Introduction:**

Direct marketing, often known as direct response marketing, is a promotional method in which communications are delivered to end-users. It aids in eliciting a positive reaction from prospective buyers and persuading them to act. As a result, a powerful and compelling call - to - action (CTA) is an essential component of direct marketing. A type of advertisement in

**b. Provide solutions aligned with the three modes of marketing communication framework. The answer can directly apply the learning for the given service. (Answer within the structural learning imparted with appropriate application of the concept will be considered for evaluation) (5 Marks)**

**Ans 3b.**

**Introduction:**

Marketing communication describes the process used by businesses to pass information about the products available they offer for sale to people, either actively or passively, in order to encourage people to acquire them. The strategist uses various promotional platforms and techniques in conjunction with brand communication to raise brand visibility in the market,