

Integrated Marketing and Communications

Course Type

Live Online

Duration

6 weeks, 90 minutes per week

CEUs

9 Credits

Course Overview

The purpose of this course is to provide participants with the practical tools and skills necessary for advancing their products or business in the dynamic and ever-changing landscape of today's marketing environment. Today's technology has given marketers the ability to reach consumers and prospects across an amazing array of channels and outlets. But which ones are right for your Brand or business? This course will give you the strategic tools and insights for selecting the right message for the right customer in the right channel.

After completing this Education Course, you will be able to:

- Develop an effective marketing plan and strategy
- Identify key business prospects
- Understand the role of communications in achieving marketing goals and to create an effective selling message for your Brand, product or business
- Identify relevant channels for reaching your key prospects and to integrate across channels
- Evaluate and utilize tools to measure success

Course Outline

Session 1: Introduction to Integrated Marketing and Setting Your Goals

- What is integrated marketing? Why is it important?
- Advantages and challenges
- Understanding how to write a clear marketing objective and strategy
- Defining the role and objective for communications to help achieve the marketing objective
- Examples

Session 2: To whom are you really selling? How to identify your key Prospect and develop a Path to purchase.

- Going beyond standard demographics to identify the best prospects
- Uncovering an insight or finding the common needs, desires, lifestyles that unify a market segment
- Creating a conceptual target and/or business persona
- Usage and impact on your selling message and communications

Session 3: How do you stand out? Creating a competitive, relevant and differentiated message.

- Mapping competitive claims
- Importance of being single-minded and focused
- Uncovering the end benefit (rational vs. emotional)
- Building a message hierarchy
- CTAs

Session 4: Media Planning Essentials: Overview of Outbound/Traditional (TV, print, radio, outdoor) PR, Direct, Sales Promotion

- What media channels are best for my business or Brand? Awareness vs. engagement?
- Types of media: Paid, Owned, Earned
- Importance of media planning: when and where
- Determining a Budget

Session 5: New Media: Overview of SEO, Mobile, Digital, Social

- Omni vs. multichannel marketing
- How to increase effectiveness of inbound marketing
- Importance of engaging content
- Flexibility and tracking
- Cost effectiveness

Session 6: Integration and Putting It All Together with a Unified Message

- Best-in-class examples
- Measuring UP (how to evaluate for success and effectiveness)
- Tracking, KPIs, CTR, Leads, conversions, etc.
- Moving from awareness to conversion to purchase to advocacy

Outline is subject to change.

Registration Rates

DMA member \$599

Non-member \$999

Instructors

Linda J. Luca

Adjunct Instructor Integrated Marketing Communications
 Gabelli School of Business, Fordham University
Former EVP, Group Managing Director, McCann Erickson NY

Linda is a former Executive Vice President and Group Managing Director for McCann NY, where she managed the Unilever Foods and Major League Baseball accounts.

Joining McCann in 1981 as an Account Management trainee, Linda successively worked her way to a Group Managing Director. During those years, she managed a variety of premier packaged goods accounts, such as Unilever's Bertolli Foods, PF Chang's, I Can't Believe It's Not Butter, Cadbury's Dentyne, Lowe's Home Improvement, Black & Decker, Coca-Cola's Sport Drinks,

Johnson & Johnson's Acuvue, as well as various accounts in other industries. She has an established track record in developing integrated marketing communications campaigns, launching new products, and managing various digital offerings for these clients.

Because of her contributions to the industry and her clients' businesses, Linda's work has been acknowledged often. In 1990, she received the McCann-Erickson General Manager's Award, the Agency's highest recognition. In 1992, Linda was awarded the YWCA Woman Achievers in Business Award. Over the years, she served as an advocate for health claims in food advertising at various FDA seminars. In addition, several campaigns she helped develop received Silver and Bronze Effies and AME awards in the food category. The Unilever campaign received the Global Silver Award. Linda also served as an Effie and an AME judge.

When not attending to client needs, she led McCann's Human Futures Development program. This program is designed to teach emerging stars the essential tools needed to succeed in the communications industry. For over 15 years, she has been an active participant and advocate for the Advertising Education Foundation. She coordinates the AEF's Visiting Professor Program for McCann and has spoken at numerous colleges and universities over the years under the AEF's program.

Currently, Linda is teaching Integrated Marketing Communications and Marketing Principles at the Gabelli School of Business at Fordham University in the Bronx. In 2013, she was the first Adjunct to be honored with the University's "Cura Personalis" Award, given to the faculty member who most demonstrates care of the whole person, challenges students and provides them with the support to excel.

Linda received her MBA in Finance from Pace's Lubin School of Business (1981) and her BA in History from the University of Michigan at Ann Arbor (1971). She resides in the Bronx with her husband, Gerard Tarpey, former Computer Services Director for Pace University.

Target Audience

Marketing managers, communications directors, product managers, brand managers, account managers, social media managers, for small- to mid-sized businesses, B2B or BTC, entrepreneurs, start-ups, non-profits, artisans, self-employed.

Experience Level

Entry to mid-level marketing/product managers, communications directors.