**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 1: ACTIVITY 2**

**Group Activity**

**IMC and smart marketing**

Imagine you are a marketing communications consultant working for a well-known practice that specialises in supporting small/medium sized enterprises.

You have been asked to produce a podcast that will be hosted on your organisation’s website that explains the IMC concept and discusses its benefits to potential clients. You will present this to the class.

**Your challenge**

Working as a group, plan, write and record your podcast that answers these three questions:

1. What is an integrated marketing campaign?
2. What are the top three benefits of an IMC campaign?
3. How does IMC contribute to organisational goals?

**Challenge** **guidelines**

* You podcast should be about five minutes in length
* Be mindful of your audience; SME’s may not have much, if any, prior knowledge, experience or understanding about IMC.
* The primary communication objective is to inform.
* You can record your podcast on any device you wish. For example, you can use a phone with video capability to do this.
* The quality of your recording must be good enough to meet the standards of a professional communications tool.