**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 1: ACTIVITY 3**

**Individual, then Class Activity**

**What’s stopping you?**

The concept of IMC is widely supported and its principles applied by many marketers. But there are still those who have yet to consider this as an effective marketing strategy and to embed it as part of their marketing thinking.

**Your challenge**

Imagine you are working as a Marketing Communications Manager for a large family fashions retailer. Your Chief Marketing Officer has tasked you with researching and reporting on how IMC could be adopted by the business.

The report must explore both the benefits and the barriers of IMC. So, make a **LONG** list of what you believe are the drawbacks and blockages to firms using IMC principles, using the table below.

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| **IMC BARRIERS LONG LIST** |
| **QUALITATIVE BARRIERS** | **QUANTITATIVE BARRIERS** |
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Compare your thoughts with others in your group to produce a final **SHORT** list of the top three issues that prevent IMC being adopted:

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| **IMC BARRIERS SHORT LIST** |
| **QUALITATIVE BARRIERS** | **QUANTITATIVE BARRIERS** |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |