### SESSION PLAN

**COURSE:** ABE Level 5 Integrated Marketing Communications

ELEMENT: Element 4 – Monitoring, measuring and managing the IMC campaign

## **LEARNING OUTCOME 4**

**Propose methods to manage and report IMC campaign performance (weighting 10%)**

1. Develop and recommend contingency plans and apply the principles of marketing campaign management
2. Understand how to gather and measure IMC campaign performance data

**NUMBER OF SESSIONS:** Two - approximately 6-8 hours in total (plus homework tasks and self-study)

**SESSION TOPICS:** Session 1: Contingency plans and applying them to marketing campaign management

Session 2: Gathering and measuring IMC campaign performance data

**Note to tutors: this is the recommended session plan for learning outcome 4, element 4 of ABE Level 5 Integrated Marketing Communications. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

**SESSION 1: Contingency plans and applying them to marketing campaign management**

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| **Approx. Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| **3-4 hours total** | Introduction to session and learning outcomes | Facilitate**: Reflective session**  Begin the session with an activity to remind students of the key concepts covered in LO3.  Have students write down the top three concepts that they remember about brand marketing.  Draw the discussion together by encouraging discussion about the concepts of brand marketing; the STP models and theories concerning the consumer journey. Emphasise the role that IMC plays in helping to build the brand’s identity and position. | 1-3 | **Reflective session**  IMC plays an important role in positioning the brand in the minds of the target consumer.  Discuss how marketers achieve this, paying particular attention to the theories of consumer behaviour.  Give reasons for your arguments. |  |
|  | AC 4.1 Develop and recommend contingency plans and apply the principles of  marketing campaign management | **Use Tutor Presentation E4.pptx PowerPoint**  Explain the learning outcome and what will be covered in the sessions.  Explain the importance of marketers monitoring, measuring and managing IMC activity and emphasis the changing nature of the digital media landscape that makes it important to be able to respond quickly to change. | 4-9 | Listen, make notes and ask questions as necessary. |  |
| Agile IMC management and contingency planning | Facilitate**: Learning with PowerPoint slides.**  Introduce the concept of agile marketing principles.  Explain the internal and external influences that can impact of IMC campaign measurement and how the environment ca change quickly to force a rethink of the IMC plan.  Explain the importance of managing stakeholders and forming multi-functional teams in order to achieve objectives. | 10-12 | Listen, make notes and ask questions as necessary. |  |
| Facilitate: **Paired Activity 1**  Ask students to read through the brief for this activity and work in pairs.  Have them make notes about how they would approach the need for a contingency plan for Just Ocean Goodness.  Debrief the activity by making the following points:   * Communication today travels at speed and at scale; brands need to have contingency plans to remain responsive to changing moods; trends and changes. * IMC plans must be flexible, and marketers must manage stakeholder to expect change. * Long term planning is no longer an effective strategy; proactivity, responsiveness and agility are more important in today’s ever-changing world.   Discuss what the students have written, encourage group discussion and provide feedback. |  | **Activity 1 When the plan falls apart**  Work in pairs to consider the challenge that natural disaster poses for Just Ocean Goodness.  How will you manage stakeholder and adjust the IMC campaign and manage communications to ensure damage limitation? | **5UIMC LO4 E4 Activity 1 When the plan falls apart** |
|  | Review of session and learning outcomes | Encourage questions |  | Listen, make notes and ask questions as necessary. |  |

**SESSION 2: Gathering and measuring IMC campaign performance data**

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| **Approx. Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| 3-4 hours total | AC 4.2 Understand how to gather and measure IMC campaign performance data | **Use Tutor Presentation E4.pptx PowerPoint.**  Facilitate: **Class discussion.**  Start the discussion by asking students about what they had learned by watching the video about measuring IMC campaign performance. <https://youtu.be/zdp6CWUcxjA>  Draw the discussion together by highlighting what marketers need to measure and why. | 13-14 | Contribute to **Class discussion.**  Measuring marketing effectiveness enables marketers to adjust and manage the IMC campaign.  Based on your understanding from watching the video in your last Homework task, what are the most important measures to understand?  Discuss giving examples and support your argument with a rationale. |  |
|  | Facilitate**: Learning with PowerPoint slides.**  Introduce the concept of gathering data to help inform the IMC campaign.  Explain the role of the marketing performance dashboard. Use this video to help enhance your key points: <https://youtu.be/Xs6FNIIZO1M>  (3 mins 39 seconds) | 15-16 | Listen, make notes and ask questions as necessary. |  |
| The use of qualitative and quantitative research data | Facilitate**: Learning with PowerPoint slides.**  Introduce the concept of qualitative and quantitative research data and its role in assessing campaign performance.    Emphasise the need for a holistic approach; one that uses blended methods.   * Introduce students to the concepts of pre-campaign and post-campaign testing and the importance of IMC performance measurement. * Use this video to hep emphasise your key points: <https://www.coursera.org/learn/integrated-marketing-communications/lecture/vDwmj/evaluation-of-an-integrated-marketing-communications-campaign> (8 minutes) * Explain how qualitative research is used to help measure IMC performance and discuss the methods used to gather qualitative insights. * Introduce the concept of marketing metrics and the quantitative measures used to track IMC performance. Explore the internal and external sources of data. | 17-120 | Listen, make notes and ask questions as necessary. |  |
|  | Facilitate: **Group Activity 2**  Ask students to read through the brief for **Activity 2** and make recommendations for a research plan (Allow ten minutes of thinking time and ten minutes of discussion).  Debrief the activity by making the following points:   * Marketers must make decisions based on facts and data; research should inform the IMC strategy. * But research data is a signpost that enables better decisions; it’s never conclusive and, for many reasons, can be misleading (e.g. political elections that don’t result in the predicted outcomes). * Data can be numerical or anecdotal – quantitative or qualitative. Both have their benefits and drawbacks and many marketers will use both types to identify powerful insights. |  | **Activity 2: In search of an answer**  How would you help Simply Chique to understand the consumer and the get the brand back on track?  Read through the activity brief and make some simple proposals for the type and nature of data that will be needed. | **5UIMC LO4 E4 Activity 2 - In search of an answer** |
|  | Brief **Homework task**  Ask students to read this article about IMC planning and best practice by Smart Insights.  Encourage them to come prepared to discuss the key points during the next session. |  | **Homework task**  Read through this article by Smart Insights about the ingredients of an effective IMC campaign.  Come to the next session prepared to discuss the key points.  <http://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/integrated-marketing-campaigns-best-practice/> | **Homework task** |
|  | Review of session and learning outcomes | Encourage questions |  | Listen, make notes and ask questions as necessary. |  |