What is Integrated Marketing Communication (IMC)?

IMC IS…

- Strategic
  - It's goal-oriented and based on planning and research.
- Integrated
  - It should fit with the mission and vision of an organization.
- A Theory
  - It's a blueprint – a public announcement of why we do things.

IMC IS NOT…

- A Technique
  - It's not a set of skills, a formula, or a template.
- A Trend
  - While it's been studied as a theory for 20 years, it's really been around since Ancient Greece!
- The Answer to Every Problem
  - It will not fix everything for an organization; in fact, it will expose weak products or services.

IMC provides a framework for PR, Advertising, Event Planning, Marketing Communication, Direct Marketing, and Promotions.