

IMC CONSULTING:
Have leading IMC students consult for your company!

Integrated Marketing Communications (IMC) Projects

OBJECTIVE

Marketing 472 is the capstone course for students specializing in IMC. The course structure has students form into groups ranging from 5 to 8 (depending on the size and scope of the project) representing an IMC agency. Through this program, students will develop a complete IMC plan for the client that includes:

- a situation analysis (conducting secondary and primary research if necessary)
- developing communications objectives
- developing source and message strategies
- allocating the budget
- developing media strategy among IMC program elements (advertising, public relations, direct marketing, internet marketing, sales promotions)
- establishing a program for measuring effectiveness

Students' final grades are based on completion of this plan and a formal presentation to the clients.

CLIENTS



Past clients have included Apple, GM, Honda, Mailbox, etc., the INS, Marvin K Brown, Telluride Ski Resorts, the FBI, L.L. Bean, Wendy's, Anheuser Busch, Saturn, Viasat and numerous others as well as various non-profits including the Old Globe, the New River Project, I Love Schools.com, and NAMBI.

We hope you will consider joining these prestigious organizations in using IMC strategy to your benefit!

CLIENT RESPONSIBILITIES

To participate, clients are asked for the following commitments:

- co-operation with the students' needs/requests
- attendance at the final presentation
- \$500 contribution to IMC Centre to cover students expenses, materials, etc.

IMC PROJECT DELIVERABLES

At the conclusion of the project, each client will receive one original and one copy of the final Integrated Marketing Communications plan created by the IMC team. The plan will also be formally presented to the clients in the final week of the semester.

For more information on how your organization can take part in this program, please contact Professor Mickey Belch: mbelch@mail.sdsu.edu