A STUDY OF INTEGRATED MARKETING COMMUNICATIONS ASSOCIATED WITH BUSINESS PLANNING FOR THE ORGANIZATION.

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JUNE 2012
STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and does not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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SUPERVISOR’S DECLARATION

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision laid down by Christian Service University College

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ABSTRACT

Defining the research problem was crucial in defining the quality of the answers in the final chapter of the study, and determines the exact research method used. The study used a sample research question as- “in what ways would effective marketing communications influence the performance and profitability of an organization”.

The main objective of the research process was to discover the effects and implications of integrated marketing communications adopted by an organization to maximize profit. The essence was to investigate the impact IMC components on the performance of firms in business planning and strategic marketing. The study developed the determinant variables based on the following specific objectives.

1. To identify the components of integrated marketing communications,
2. To evaluate the impact of using tools of IMCs,
3. To evaluate the performance of each of the components.

The selection of a suitable Sample Size from the population was paramount to the achievement of the set objectives under study. It was the realistic thing to do under the many constraints and limitations. The final sample size is almost always a matter of judgment as well as of calculation.

A critical aspect of integrated marketing communication, according to the respondents, provided a competitive advantage for the organization. The causal-effects of integrated marketing communication was to create a potent relationship that sought to heighten the customers’ needs over all others, that built satisfaction and thus a mutual benefit for all en sundry. Some respondents even attributed these to the consistency of the messages adopted for use within the entire process of integrated marketing communication.

One of the most important aspects of a solid business plan is marketing communications. That integrated marketing communications was composed of content addressing the expectations of the various factors of production using the best combination of tools and marketing mixes. An organization ought to articulately reach customers through a comprehensive plan using the right message via appropriate media channels. This was the ingredient to drive the success of the business transaction.
DEDICATION

To our daughters: Sika, Awuraa, Adom, Maame Nhyira and Nana. You have kept us morally upright. Yes, we love you.
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To our supervisor: Mr. Arlin Sarpong Appiah, you have been the greatest of the critics and truly they have been positive.
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CHAPTER ONE

1.0 INTRODUCTION

The research study aimed at investigating the concept integrated marketing communication (IMC) as an organization’s strategic quest to create a formidable transaction system in a competitive world of business. The study was conducted on an organization’s quest to allocate marketing communications budget for its business transaction over the six major modes of communication – advertising, sales promotion, public relations, events and experiences (sponsorship), personal selling, and direct marketing. The study posed the research question as - “In what ways would effective marketing communications influence the performance and profitability of an organization?”

The first chapter set the research study into perspective. It consisted of the Introduction, Background of study, Problem Statement, Research Questions, Hypothesis of study, Research Objectives, Justification of study, Limitation of study, Delimitation of study and Organization of study.

1.1 BACKGROUND OF STUDY

Companies must allocate the marketing communications budget over the six major modes of communication – advertising, sales promotion, public relations and publicity, events and experiences, sales force, and direct marketing. Here is how one company touches several bases: Select Comfort Corporation - :
“A mattress is a mattress, or is it? We have heard of waterbeds. Now Select Comfort offers an ‘air bed.’ The mattress is air-inflated, and sleepers can adjust firmness by changing the air level. Two sleepers can even call for different degrees of firmness on their respective sides of the mattress.”

Within the same industry, companies can differ considerably their media and channel choices. Avon concentrates its promotional funds on personal selling, whereas Revlon spends heavily on advertising. Companies are always searching for ways to gain efficiency by replacing one communication tool with others. Many companies are replacing some field sales activity with ads, direct mail, and telemarketing. One auto dealer dismissed his five salespeople and cut his prices, and sales exploded. Companies are shifting advertising funds into sales promotion. The sustainability among communications tools explains why marketing functions need to be coordinated. For example, a new Web site and a coordinated TV ad campaign targeting the greater Los Angeles area sparked record sales for Hawaii’s Aloha Airlines, selling over one million dollars worth of tickets in one day. The TV ads were designed to create awareness for Aloha and drive traffic to the Web site, where the sale would be closed. Kotler et al (2006).

Integrated Marketing Communications (IMC) is defined as customer centric, data driven method of communicating with the customers. In Ghana for instance, the greatest companies set within Ghana Club 100 showed remarkable performance by dominating the top ranked companies in their respective sector and industry. Companies operating in Ghana battled it out through comprehensive marketing processes for placement at the edition of Ghana Club 100 (GC100) scheduled at the last quarter of the year. IMC is the coordination and integration of all marketing
communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

1.2 INTEGRATED MARKETING COMMUNICATION AS A FUNCTION

Most integrated marketing is deployed along the following functions of marketing used within the organization: Advertising Tools - advertising management, advertising design: theoretical frameworks and types of appeals; advertising design: message strategies and execution frameworks; advertising media selection. Advertising also reinforces brand and firm image. Promotional Tools - trade promotions; consumer promotions; personal selling, database marketing, and customer relations management; public relations and sponsorship programs. Integration Tools - Internet Marketing; IMC for small business and entrepreneurial ventures; evaluating and integrated marketing program. Reid, (2005).

Integrated marketing communications (IMC) is a process for managing customer relationships that drive brand value primarily through communication efforts. Such efforts often include cross-functional processes that create and nourish profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialog with them. IMC includes the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program in order to maximize the impact on end users at a minimal cost. This
integration affects all firms’ business-to-business, marketing channel, customer-focused, and internally directed communications. Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. Wikipedia (2012).

1.3 PROBLEM STATEMENT

The problem statement emphasized the need for investigating the research project – a study of integrated marketing communications on the performance of an organization. Defining the research problem is perhaps the most important responsibility of the researcher (Dillon et al, 1993). The problem statement according to Wiersma (1995), ‘describes the content for the study and it also identifies the general analysis approach.’ It is the responsibility of the researcher to assure that the problem at hand is defined accurately and precisely. The problem of this study was propelled by the need to empirically assess the concept of marketing mix, campaign, and its impact in driving the organization for maximum profitability. In view of the above, the main problem of this study is: “To what extent would the concept of integrated marketing as a business function relate to the overall performance of the organization? The research therefore sought to identify those concepts and to describe the management tools significant to delivering lifetime clients through pure marketing relationships at the business organization.

1.4 RESEARCH QUESTIONS

Establishing the right Research Questions led to an effective exploration of the purpose of conducting this research study. Prominent research questions were described as: 1. In what ways does the concept of business planning lead one to identify the components of integrated marketing
communications? Others were as follows: 2. How would one describe the measure of value-gain using tools of IMCs? 3. To what extent do the banking institutions deploy marketing management tools to effectively examine the causal-effects of creating a competitive advantage for the firm? 4. In what way would the impact of customer loyalty influence business planning at the organization, even as on aims at being a member of Ghana Club 100 prestigious ratings even as on aims at being a member of Ghana Club 100 prestigious ratings? An examination of the variables within the research theme provided inferences for computation of the research questions, hence the research objectives.

1.5 RESEARCH OBJECTIVES

Defining the research problem was crucial in defining the quality of the answers in the final chapter of the study, and determines the exact research method used. The study used a sample research question as- “in what ways would effective marketing communications influence the performance and profitability of an organization”.

The main objective of the research process was to discover the effects and implications of integrated marketing communications adopted by an organization to maximize profit. The essence was to investigate the impact IMC components on the performance of firms in business planning and strategic marketing. The study developed the determinant variables based on the following specific objectives.
I. To identify the components of integrated marketing communications,

II. To evaluate the impact of using tools of Integrated Marketing Communications,

III. To evaluate the performance of each of the components of Integrated Marketing Communication.

1.6 RESEARCH HYPOTHESIS

In reference to these understatements for the conduct of the research study, the theoretical variables established an empirical investigation of integrated marketing communications, and the combinations of marketing mix or campaign for effective business planning adopted at the organization. Integrated marketing communications needs at the organizations demand a comprehensive marketing initiative, focused on the customer, and to continuously benefit by way of profit maximization and to ensure a high performance ratings. High performance ratings comparable to the requirement entry of Ghana Club 100.

These variables bothered on the following research Hypothesis for the study: The non-comprehensive marketing campaigns through poorly deployed integrated marketing communication used by any firm will negate the consistency of message in the organization’s business planning.

1.7 JUSTIFICATION OF STUDY

The rationale for embarking on the research study was to describe the extent of integrated marketing communication as a strategic tool deployed by organizations to influence the performance benefits to both the customer and the firm. The results of this research will provide a
more reliable data for evaluating the marketing mix and campaigns to deliver quality services to the client and also profit maximization as the major objective for the organization. The study will also enable the management of banking institutions to know components of IMCs and tools of marketing campaign employed to ensure utmost efficiency in the nature of a business planning for the organization. The benefits of optimizing integrated marketing communications to influence institutional performances, like that within the high performance ratings of the Ghana Club 100 and planning would provide a reference or a guiding manual, as well as literature studies for potential investigators.

Thus this study would serve as a reference material to stakeholders like investors, shareholders, suppliers, distributors, customers, employees, and other organizational partners. The provision of vital suggestions and recommendations to the improvement of banking institutions would also ensure utmost efficiency in quality service delivery by banks in the Kumasi Metropolis.

The study would indicate dimensions of integrated marketing communication deem relevant as well as the reasons why customers switch to other competitors. This would provide empirical support for management’s strategic decisions concerning the operations of organizations’ and hence, provide a suitable literature review on similar studies. This in the long run will help establish a long term relationship with profitable customers and achieve sustainable business growth in the Kumasi Metropolis and the conduct of firms and organizations in Ghana as a whole.
1.8 LIMITATIONS OF STUDY

Due to the difficulty in data collection, sampling, time and financial constraint, the study was specifically limited by: Time: Six months is inadequate to undertake an empirical research study that bothers on a continuous time horizon. The conduct of a survey investigation demands in-depth observation, structured interview and a category of questionnaires to elicit an accurate feedback from respective respondents. Sample: Due to the focused nature of the research, a very small number of respondents were used in the study. Thus, the study was limited to only about 50 respondents as the respective sample size. Bias: The introduction of bias was inevitable as professionals of the banking institutions were privy to the delicate nature of business transactions at the organizations and as such avoided specific questions and rather approached them generally.

1.9 ORGANIZATION OF STUDY

The study was arranged in order of chapters, from chapter one through to chapter five. The Chapters discussed were as follows: chapter One described the Background of study, Problem statement, Research Hypothesis, Research Questions, Research Objectives, Justifications of study, and Limitations of study and The Organization of study. Chapter Two discussed the existing literature on the subject matter. Chapter three focused the study on the design and methodology of the study to be used in the analysis of the study. Topics in this section included: Research Strategy and philosophy, Scope and Population of study, Sample Frame and Sampling procedure, Data Collection, Research Instruments and Mode of Analysis. The data collection process made use of both primary and secondary sources of information gathering. Chapter four was Presentation of data and Analysis of results. Chapter five detailed the Summary of findings, Conclusion and Recommendations of the study.
CHAPTER TWO
LITERATURE REVIEW

2.0 INTRODUCTION
This section reviewed relevant studies and related literature concerning the effects and implications of integrated marketing communications on the performance of a business organization of utmost comparison, was the assessment of tools that enabled the high performance ratings of Ghana’s Club 100 members. The main aim of the research study was to determine the impact of integrated marketing communications associated with business planning for the firm in a way to maximize profitability as the major objective for the organization.

The Chapter discussed topics such as modes of effective communications adopted by competitive business firms; media and channel for strategic communications; communications tools for sustainable marketing; impact of IMCs on consumers; seamless marketing program; managing customer relationships, causal-effects of integrated marketing communications and others like effects and implications of organizations’; marketing promotions and campaigns.

2.1 THE PROCESS OF INTEGRATED MARKETING COMMUNICATION
Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communications, or IMC, which means integrating all the promotional tools, so that they work together in harmony? Promotion is one of the Ps in the marketing mix. Promotions have its own mix of communications tools. All of these communications tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - provided they speak consistently with one voice all the time, every time. Marketing Knowledge Centre (2009).
Integrated Marketing Communications (IMC) is defined as customer centric, data driven method of communicating with the customers. IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation. Reid, (2005).

This is enhanced when integration goes beyond just the basic communications tools. There are other levels of integration such as Horizontal, Vertical, Internal, External and Data integration. Horizontal Integration occurs across the marketing mix and across business functions - for example, production, finance, distribution and communications should work together and be conscious that their decisions and actions send messages to customers.

Reid (2005) suggested that the starting point of the IMC process is the marketing mix that includes different types of marketing, advertising, and sales efforts. Without a complete IMC plan there is no integration or harmony between client and customers. The goal of an organization is to create and maintain communication throughout its own employees and throughout its customers.

However Marketing Knowledge Centre (2009) explains that integrated marketing is based on a master marketing plan. This plan should coordinate efforts in all components of the marketing mix. While different departments such as sales, direct mail and advertising can help each other through Data Integration. This requires a marketing information system which collects and
shares relevant data across different departments. Vertical Integration means marketing and communications objectives must support the higher level corporate objectives and corporate missions.

Meanwhile Internal Integration requires internal marketing - keeping all staff informed and motivated about any new developments from new advertisements, to new corporate identities, new service standards, new strategic partners and so on. External Integration, on the other hand, requires external partners such as advertising and PR agencies to work closely together to deliver a single seamless solution - a cohesive message - an integrated message. Marketing Knowledge Centre (2009).

2.1.1 Marketing Promotions and Campaigns

Companies must allocate the marketing communications budget over the six major modes of communication – advertising, sales promotion, public relations and publicity, events and experiences, sales force, and direct marketing. Within the same industry, companies can differ considerably their media and channel choices. Avon concentrates its promotional funds on personal selling, whereas Revlon spends heavily on advertising. Companies are always searching for ways to gain efficiency by replacing one communication tool with others. Many companies are replacing some field sales activity with ads, direct mail, and telemarketing. One auto dealer dismissed his five salespeople and cut his prices, and sales exploded. Companies are shifting advertising funds into sales promotion. The sustainability among communications tools explains why marketing functions need to be coordinated. For example, a new Web site and a coordinated TV ad campaign targeting the greater Los Angeles area sparked record sales for Hawaii’s Aloha
Airlines, selling over one million dollars worth of tickets on one day. The TV ads were designed to create awareness for Aloha and drive traffic to the Web site, where the sale would be closed. Kotler et al (2006).

Mutali (2011) however argued that customers need information about the features of the product or service, its price and how they can access it, to make informed purchase decision. Thus, if customers are able to get the necessary information about the product timely and adequately, they may feel that they are buying quality product or service. This means having good and effective marketing communication channels adds value to the product or service of the company as customers have confidence in the choice of products and services over competitors.

2.2 CAUSAL-EFFECTS OF INTEGRATED MARKETING COMMUNICATIONS

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands that they sell. Marketing communications, according to Kotler (2006), performs many functions for consumers. Consumers can be told or shown how and why a product is used, by what kind of person, and where and when; consumers can learn about who makes the product and what the company and brand stand for; and consumers can be given an incentive or reward for trial or usage. Marketing communications can contribute to brand equity by establishing the brand in memory and crafting a brand image.
Effective communications developing begins with the basics: identifying the target audience, determining the objectives, designing the communications, selecting the channels, and establishing the budget. Although personal communication is often more effective than mass communication, mass media might be the major means of stimulating personal communication. Mass communications affect personal attitudes and behavior through a two-step process. Ideas often flow from radio, television, and print to opinion. But these marketing communications activities must be integrated to deliver a consistent message and achieve the strategic positioning. The starting point in planning marketing communications is an audit of all the potential interactions that customers in the target market may have with the brand and the company. For example, someone interested in purchasing a new computer might talk to others, see television ads, read articles, look for information on the internet, and look at computers in a store. Kotler (2006).

### 2.2.1 Components and Models of IMCs

Marketing communications helps to define an organization’s relationship with its customers. This emphasizes the strategic importance of such communication and its long-term effect on consumers. Communication models act as predictive guides, but in the end it is important to recognize the autonomy and unpredictability of consumers. Mutali (2011).

A study of trends indicates that simple communications models show a sender sending a message to a receiver who receives and understands it. Real life is less simple - many messages are misunderstood, fail to arrive or, are simply ignored. Thorough understanding of the audience's needs, emotions, interests and activities is essential to ensure the accuracy and relevance of any
message. Instead of loud 'buy now' advertisements, many messages are often designed or 'encoded' so that the hard sell becomes a more subtle soft sell. The sender creates or encodes the message in a form that can be easily understood or decoded by the receiver. Clever encoding also helps a message to cut through the clutter of other advertisements and distractions, what is called 'noise'. If successful, the audience will spot the message and then decode or interpret it correctly. The marketer then looks for 'feedback' such as coupons returned from mailshots, to see if the audience has decoded the message correctly. Marketing Knowledge Centre (2009).

The single step model - with a receiver getting a message directly from a sender - is not a complete explanation. Many messages are received indirectly through a friend or through an opinion leader. Communications are in fact multifaceted, multi-step and multi-directional. Opinion leaders talk to each other. Customers talk to opinion leaders and they talk to each other. Under the hierarchy of effects model, as discussed by Mutali (2011), the buyers purchase decision is preceded by steps such as conviction about product benefits, preference for the brand, liking for the brand, knowledge relating to the benefits and features of the product, after an awareness of the product has been gained. Students use different media when searching to choose universities they wish to enroll with thus they make use of the media for their specific needs. Basic implication of these models is that the function of persuasive communication should be handled deftly at every stage of three buyers’ adoption process.

Porter (1985) argues that marketing communications (MC) tools can create competitive advantage, boost sales and profits, while saving money, time and stress. MC wraps communications around customers and helps them move through the various stages of the
buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage. Mutali (2011).

Add in 'encode, decode, noise and feedback' and the process appears more complex still. Understanding multiphase communications helps marketers communicate directly through mass media and indirectly through targeting opinion leaders, opinion formers, style leaders, innovators, and other influential people. There are many other models that attempt to identify each stage. In reality the process is not always a linear sequence. Buyers often loop backwards at various stages perhaps for more information. There are other much more complex models that attempt to map the inner workings of the mind. Marketing Knowledge Centre (2009).

In reality, marketers have to select communications tools that are most suitable for the stage which the target audience has reached. For example, advertising may be very good at raising awareness or developing interest, while free samples and sales promotions may be the way to generate trial. This is just a glimpse into some of the theory. Serious marketers enhance their profession since they read a lot more.

2.3 MEDIA AND CHANNEL FOR STRATEGIC COMMUNICATIONS

Harold Lasswell's communication model expounds the "Who" is the Source; "Says what", the message; and "To Whom" the destination. Communication involves a planned exchange of deliberate communication between a sender and receiver through pre-determined channels of communication to create a desired response and generate feedback, Mutali (2011).
Government leaders regularly blog about the success of their programs to demonstrate their contribution to the overall agency mission – partly as a result of increasing competitiveness and pressure on budgets. The Obama Administration uses social media and online communications to connect in real-time with citizens and partners worldwide. Leaders in all types of organizations now see that employee communication has evolved from a perfunctory component of corporate communication and human resource (HR) functions to one that is firmly tied to organizational strategies and business objectives. It is no longer just about sharing information but is seen as necessary to drive employee behavior to achieve results by helping people understand how their work influences the success of the organization. Marketing Knowledge Centre (2009).

Distribution channels do not stand still. One of the most significant recent channel developments is the rise of vertical marketing systems. Kotler (2006) explained that a conventional marketing channel comprises an independent producer, wholesaler(s), and retailer(s). Each is a separate business seeking to maximize its own profits even if this goal reduces profit for the system as a whole. A vertical marketing system has one member acting as a unified system. Understanding multiphase communications helps marketers communicate directly through mass media and indirectly through targeting opinion leaders, opinion formers, style leaders, innovators, and other influential people.

IMC can restrict creativity. No more wild and wacky sales promotions unless they fit into the overall marketing communications strategy. The joy of rampant creativity may be stifled, but the
creative challenge may be greater and ultimately more satisfying when operating within a tighter, integrated, creative brief.

Time horizons add one more barrier to IMC as different time scales affect a creative brief. For example, image advertising that is designed to nurture the brand over the longer term may conflict with shorter term advertising or sales promotions designed to boost quarterly sales. However, the two objectives of improving the brand and sales can be accommodated with IMC planning. But this kind of planning is not common. A survey in 1995, revealed that most managers lack expertise in IMC. But its not just managers, but also agencies. There is a proliferation of single discipline agencies. There appear to be very few people who have real experience of all the marketing communications disciplines. This lack of know how is then compounded by a lack of commitment. Wikipedia (2012).

2.4 COMMUNICATIONS TOOLS FOR SUSTAINABLE MARKETING

We communicate to satisfy needs in both our work and non-work lives. Each of us wants to be heard, appreciated, and wanted. We also want to accomplish tasks, and achieve goals. Obviously, then, a major purpose of communication is to help people feel good about themselves and about their friends, groups, and organizations. Generally, people communicate for three basic purposes: to inform, to persuade, and to entertain. The purpose of this literature, communication is the process of exchanging information and meaning between or among individuals through a common system of symbols, signs, and behavior. Other words often used to describe the communication process are expressing feelings, conversing, speaking, corresponding, writing,
listening, and exchanging. Studies indicate that managers typically spend 60 to 80 percent of their time involved in communication. Lehman (2005).

Lehman (2005) made it clear that effective business communication is essential to success in today’s work environments. A recent survey of executive documents that abilities in writing and speaking will be major determinants of career success in many fields. Although essential to personal and professional success, effective business communication does not occur automatically.

Marketers, on the other hand, must fully understand both the theory and reality of consumer behavior. A consumer’s buying behavior is influenced by cultural, social, and personal factors. Cultural factors exert the broadest and deepest influence. The understanding compares and contrasts the effective business commonalities for mutual benefits. This tendency brings to the fore the kind of communication tools adopted by the organization and the manner of effective market sustainability. Kotler (2006).

2.5 SEAMLESS MARKETING PROGRAM
The goal of selecting the elements of proposed integrated marketing communications is to create a campaign that is effective and consistent across media platforms. Some marketers may want only ads with greatest breadth of appeal: the executions that, when combined, provide the greatest number of attention-getting, branded, and motivational moments. Others may only want ads with the greatest depth of appeal: the ads with the greatest number of attention-getting, branded, and motivational points within each. Marketing Knowledge Centre (2009).
The definition of Integrated Marketing Communications (IMC) as customer focused tends to coordinate and integrate of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation. Reid, (2005).

Although integrated marketing communications is more than just an advertising campaign, the bulk of marketing dollars is spent on the creation and distribution of advertisements. Hence, the bulk of the research budget is also spent on these elements of the campaign. Once the key marketing pieces have been tested, the researched elements can then be applied to other contact points: letterhead, packaging, logistics, customer service training, and more, to complete the IMC cycle. Kotler (2006).

2.6 MANAGING CUSTOMER RELATIONSHIPS

The tone of business and government has changed. With limited resources, everyone’s forced to strategically focus on outcomes and results. Strategic communications is a “must do” and no longer a “nice to do.” With fewer contracting opportunities, a shift towards lowest cost, technically acceptable procurements, and pressure to in-source services, companies that live on government business must revisit and sharpen their message to ensure relevancy with the current political and cultural environment. They must also demonstrate cost-savings and performance
metrics. To do this, messages – from proposals to the company website – must consistently and clearly communicate companies’ value and differentiators. Neumann, E. (2012).

According to Mutali (2011), Marketing Communication tools are especially important because they help create powerful images and a sense of credibility, confidence, and reassurance in the eyes of the public, or its target audience. It is vital to evaluate the effectiveness of all the Marketing Communication elements and how to use the effectively to generate desired results. The primary goal of Marketing Communication is to affect the perception of value and behavior through directed communication. Marketing Communication emphasized the need to adjust objectives and strategies to changing marketing and communication realities. In the rapidly changing and highly competitive world of the twenty-first century only strategically oriented Marketing Communication can help businesses to move forward.

Marketing Communication tools can be divided into personal communications and non-personal communications, Personal communication tools are those in which two or more people communicate with one another, and word of mouth is the primary means of communication, although other media, such as email, are growing in significantly. Non-personal communication tools are those in which communication occurs through some other media other than person-to-person. These include national and regional newspapers and magazines, television, satellite, and cable television. Radio offers a wide range of competitively priced promotional options. Posters can be placed in a wide variety of different environments, billboards at the roadside. Leaflets and publicity are important “takeaways” that can act as reminders of products and contact points. Attracting International students is of paramount importance for many educational institutions.
Institutions have looked to fee-paying international students both as a means of generating income and as a means of adding diversity to the student body. Mutali (2011).

2.6.1 Benefits of IMCs

Although Integrated Marketing Communications requires a lot of effort it delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress. IMC wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage. IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day. At another level, initial research suggests that images shared in advertising and direct mail boost both advertising awareness and mail shot responses. So IMC can boost sales by stretching messages across several communications tools to create more avenues for customers to become aware, aroused, and ultimately, to make a purchase. Marketing Knowledge Centre (2009).

Carefully linked messages also help buyers by giving timely reminders, updated information and special offers which, when presented in a planned sequence, help them move comfortably through the stages of their buying process and this reduces their 'misery of choice' in a complex
and busy world. IMC also makes messages more consistent and therefore more credible. This reduces risk in the mind of the buyer which, in turn, shortens the search process and helps to dictate the outcome of brand comparisons. Un-integrated communications send disjointed messages which dilute the impact of the message. This may also confuse, frustrate and arouse anxiety in customers. On the other hand, integrated communications present a reassuring sense of order. Consistent images and relevant, useful, messages help nurture long term relationships with customers. Here, customer databases can identify precisely which customers need what information when and throughout their whole buying life. Marketing Knowledge Centre (2009).

Marketing Knowledge Centre (2009) argues finally, that IMC saves money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for all communications and even if there are several agencies, time is saved when meetings bring all the agencies together - for briefings, creative sessions, tactical or strategic planning. This reduces workload and subsequent stress levels - one of the many benefits of IMC.

2.7 GHANA CLUB 100

The Ghana Club 100 (GC100) is an annual compilation of the top 100 companies in Ghana to give due recognition to successful enterprise building. The Ghana Club 100 (GC100) is an annual compilation of the top 100 companies in Ghana to give due recognition to successful enterprise building and was launched in 1998 by the Ghana Investment Promotion Centre (GIPC). The GC 100 is about corporate excellence. Companies making it into the GC 100 are to
serve as role models for the private sector and provide a forum for corporate Ghana to interact with the government at a high level.

**The objective of the GC 100 is to:**

- Develop an open information culture within the Ghanaian corporate sector
- Provide incentives for improved corporate performance
- Develop uniform criteria for evaluating corporate performance
- Establish an annual and current analysis of Ghana’s corporate sector.

The 2012 GC 100 rankings will be the 11th edition of the GC 100 magazine.

Ghana Club 100 2010 Company Profiles

**Companies Ranked 1st - 25th**

1. Produce Buying Company Limited
2. Auto Plaza Limited
3. Enterprise Life Assurance Company Limited
4. Intercontinental Bank Ghana Ltd
5. The Trust Bank Ghana Limited
6. Danadams Pharmaceuticals Industry Limited
7. GT Bank
8. Ecobank Ghana Limited
10. Ghana Community Network Services Limited
11. Star Assurance Company Limited
12. Toyota Ghana Company Limited
13. Fidelity Bank Ghana Limited
14. South Akim Rural Bank Limited
15. Merchant Bank Ghana
The Ghana Club 100 members were awarded weight, and ranked based on three factors of the competing companies, such as size, return on equity and growth. The awards cut across all key strategic sectors of the economy. Special awards were given to the leading companies in the various sectors.

Examples of awarding companies in their respective industries were WIENCO Ghana Limited which led the Agric and Agri-business sector, Scancom Limited led the ICT sector and Gold fields Ghana limited was adjudged the largest company and also the leader in the petroleum and mining services. GC-net was named the most profitable company for 2010.

The rest are Enterprise Life Insurance ltd. leading the financial services sector with GT Bank named as the fastest growing company. Produce Buying Company PBC, the best company for the 2010 Ghana Club 100 awards was also leading in the services sector.

A statement from the GIPC which was the theme for the seminar usually set the agenda. “Partnerships for sustainable economic growth: The role of the Domestic investor”, is an example of such a theme from GIPC. Sectors included Agribusiness and Agriculture, Energy, Oil and Gas, Tourism, Infrastructure, financial services and the ICT Industry. The best parts of the
award were in the category of Special Awards for outstanding business performers in selected categories including Corporate Social Responsibility.

For such event, sponsors included ADB, Auto Plaza Ltd, OLARM, Gold Fields Ghana Ltd, Ghana Rubber Estates Ltd, Movenpick Ambassador Hotel, Melcom Group of Companies, M&G Pharmaceuticals, Energy Bank, GCNET, Stanbic Bank, MTN, Guinness Ghana Ltd, Sunridge Company Ltd, and Newmont Ghana Ltd.


2.8 EFFECTS AND IMPLICATIONS FOR ORGANIZATIONS

Despite its many benefits, Integrated Marketing Communications, or IMC, has many barriers. Integrated marketing communications aims to ensure consistency of message and the complementary use of media. In addition to the usual resistance to change and the special problems of communicating with a wide variety of target audiences, there are many other obstacles which restrict IMC. These include: Functional Silos; Stifled Creativity; Time Scale Conflicts and a lack of Management know-how. Take functional silos. Rigid organizational structures are infested with managers who protect both their budgets and their power base.

Sadly, some organizational structures isolate communications, data, and even managers from each other. For example the Public Relations department often does not report to marketing. And all of this can be aggravated by turf wars or internal power battles where specific managers resist having some of their decisions (and budgets) determined or even influenced by someone from another department. IMC can restrict creativity. The joy of rampant creativity may be stifled, but
the creative challenge may be greater and ultimately more satisfying when operating within a
tighter, integrated, creative brief.
CHAPTER THREE
METHODOLOGY

3.0 INTRODUCTION

Chapter Three described the method used to conduct the study. The focus areas of the study were as follows; Scope of Study, Population, Sample Size Determination, Research Procedure, Data Collection, Research Instruments, and Data Analysis and Presentation.

The evaluation of integrated marketing communications as impacting on the business transaction and organizational planning was the major focus of the research investigation. The major objective for the research process was to identify the components and tools adopted from integrated marketing communications by the Ghanaian organization to maximize its profit. This objective posed the research question for understanding IMC as an effective marketing process to measure the performance of business organizations in a competitive market economy.

3.1 SCOPE OF STUDY

The scope specified the boundaries of the research, and in this case, the parameters for the conduct of the study investigation. The specific parameters for measuring the research problem focused on identifying the extent of social and business impact of the components and tools of integrated marketing communication on the Ghanaian economy. The study adopted the qualitative; exploratory-descriptive and deductive approach to solving the problem of the study. As a survey technique, the study approach prompted the need to collect, as objective a manner as possible, facts relevant to ascertain the concept of a comprehensive marketing process for the conduct of the research concerning IMC within the structures of the business organization. The
3.2 POPULATION OF STUDY

The large collection of individuals for the study process encompassed the business communities with well defined organizational structures deploying channels of reporting and communication. The main object of this scientific query focused on how managements, through policies and programs, adopted at the organizations deployed integrated marketing communications in a manner to ultimately maximize profitability. Thus, the population related the thematic variables of study by finding out from the experts, consultants, professional marketers and sales people, workers, economists associated with white collar firms, private and public institutions, and the general public, their opinion on subject. The Ghana Club 100 was a general area of the research study for assessing the problem regarding the determinant variables of the empirical investigation. The estimated number in the area covered was approximately 10,000. A fraction of the total population was selected in a way to effectively represent the entire population. It was this representative sample deduced from the population that was actually tested with the research instruments. The study used a random sampling technique to represent the total population.


3.3 SAMPLE SIZE AND SAMPLING

The study started with a sample frame of over 50,000. It was deductively reduced to 10,000 representing the population of the study. Using the random sampling technique, the investigation determined a sample size of 200. The sample size was a subset of the population to effectively represent it. The concept of sample arose from the inability of the researchers to test all the individuals in a given population. The sample is the representative of the population from which it was drawn and it must have good size to warrant statistical analysis. The selection of a suitable Sample Size from the population was paramount to the achievement of the set objectives under study. It was the realistic thing to do under the many constraints and limitations. The final sample size is almost always a matter of judgment as well as of calculation. Sharp et al. (2002).

Assuming an initial five (5) major criteria as elements for the construction and administration of the research under the population, and therefore, each of these is an average total of 50 in number:

That is, population number = 10,000
Therefore, the Sample Size Calculation = 10,000/50
Hence, initial Sample Size = 200
Resource constraints; therefore = 200/4
Final Sample Size = approximately, 50 in number

With an initial sample size of 200, resource constraint however was put final sample size at 50.
3.4 RESEARCH PROCEDURE

The study adopted a qualitative exploratory research process. The general research approach was deductive-exploratory and descriptive. The conduct of the research study was to use Interviews and Questionnaires in a structured way to elicit accurate, reliable, valid, and consistent findings. Reliability of a research refers to the extent to which data collection techniques or analysis procedures yield consistent findings. The design procedure for the investigation was to first and foremost code the data for the conduct of the research investigation. Then there was the numerical entry of quantifiably data from respondents' collected data through the administration of the questionnaire unto the computer application software.

The sampling technique used in this research was a simple random sampling method. Each individual was chosen entirely by chance, depending on the technique, and each member of the population had an equal chance, or probability of being included in the sample. The questionnaires were distributed to respondents by the researcher over a period of two days and were collected almost immediately.

A face-to-face interview was also conducted to elicit similar supporting data from experts within the industry. Based on the nature of structured interview, the study followed questions related to the thematic problems of the research topic. The fundamental method was design with the point of view of securing findings upon the dependant variables. Personal interview schedules were strictly simple, direct, and had similar basis with the structured questionnaire.
3.5 DATA COLLECTION

The aim of this section was to derive a means of gathering data to answer the research questions and set objectives under the research study – the influence of integrated marketing communication that impacted upon the business functionalities of an organization. Primary data was acquired through the administration and conduct of structured questionnaire and interview respectively. The conduct of the Interviews was restricted to expert opinions in the representative group or population of the study. The view was to further explore a valued oriented and purposive link to the causal effects of evaluating the comprehensive marketing mix adopted by organizations to maximize profitability and other prime objectives.

Secondary data explored literature and other studies in relation to the study. The exploration of data collected led to the empirical result findings and presentation. These included records of related institutions, written documents, company profiles, charts, and internet resources all concerning the adequate set variable of the investigation.

3.5.1 Research Instruments

As part of data collection to answer the research questions of the study, research instruments were the tools employed to effectively describe the process of categorizing and grouping aspects of the population in order to elicit accurate responses. Observation, interview and questionnaire as research instruments were used to solicit and elicit information and data towards effectively achieving research objectives.
3.6 DATA ANALYSIS AND PRESENTATION

As a research methodology, the data was one of exploratory-descriptive. It explained the fundamentals of the research variables set within the empirical investigation of social research. The coded data relating to research questions, research objectives, and problem statement were expressed in quantitative numerical expressions using statistical data analysis software program, the SPSS.

Analyses of data collected were expressed mostly quantitatively, using Microsoft Excel program, as well as SPSS. Data was statistically communicated to explain the phenomenon of the interactive forces under investigation through this process. For instance, tables were extracted from the data and charts produced to effectively represent and communicate information. Conclusions were drawn upon analysis of these relevant variables inherent in the research process - a study of integrated marketing communications associated with business planning for the organization.

A comparison of these variables hence proved valid for the conduct and administration of the research study. The empirical results were outlined according to the thematic categorization, discussed to present the research findings in a simple a manner as possible.
4.0 INTRODUCTION
Chapter four focused on the presentation of findings as a result of the processes set to achieving the set solutions within the frame work of the research objectives, and problem statement.
In light of this, the research study aimed at investigating the concept of integrated marketing communication (IMC) as an organization’s strategic quest to create a system of communication hierarchy in support of a competitive world of business transaction. The study posed the research question as - “In what ways would effective marketing communications influence the performance and profitability of an organization?”

The study, therefore, focused on the effective approach of an organization’s quest to promote growth and profitability by emphasizing in its planning a comprehensive marketing process. The modern system for most organizations employs a strict adherence of innovative marketing that integrates a complete network, was of prime focus to the research study. The chapter detailed a discussion of findings, presentation of results, and an analysis of results on the study.

4.1 DISCUSSION ON FINDINGS
The study used research instruments of structured questionnaire and interview to gather relevant primary data that explained the objectives of the study by answering them. The targeted variables set within the objectives, problem statement and research questions were thus studied comprehensively. The first set of questions was based on seeking respondents’ opinion on
integrated marketing communications, components, tools and causal-effects of the marketing function. The remainder of the questionnaire sought to explore the deeper appreciation of integrated marketing communication by focusing on the structure and channels of communication and the extent of recommendation.

Respondents’ agreed upon the inclusion into their policy planning a systematic and hierarchical marketing communication. Planning was not seen as the main criteria amongst other options like advertisement and communication for the first question. The study also found out that the component of IMC really impacts planning at the organization by adopting direct marketing, sales promotion, public relation and advertising. This response indicated that a commitment to the process of integrated communication encompasses customer relationship management and marketing mixes.

Respondents’ were also of the opinion that the function of marketing considered highly promotional tools and marketing mix as important tools of IMC. The combination of these factors and attributes of marketing produced a balanced component for the process of achieving maximum profitability for the organization. For most business organizations, the most important function associated with business transaction is usually marketing tools, components and the framework of connected communications.

A critical aspect of integrated marketing communication, according to the respondents, provided a competitive advantage for the organization. For example, organizations within the Ghana Club 100 whose pursuit in business transactions followed a comprehensive deployment of marketing
processes to ensure a high performance rating cannot be over estimated. The causal-effects of integrated marketing communication was to create a potent relationship that sought to heighten the customers’ needs over all others, that built satisfaction and thus a mutual benefit for all en sundry. Some respondents even attributed these to the consistency of the messages adopted for use within the entire process of integrated marketing communication.

### 4.2 PRESENTATION OF FINDINGS

A comparison of the demographic of respondents in this research study showed a high for qualified persons with requisite background of such technicalities. The subject of integrated marketing communication required understanding and experience of these individuals to further bring their knowledge to bear on the impact of IMC associated with business planning for the organization. 54% of respondents were persons with degree marketing qualification whose job description were in similar range of IMC.

**Table 4.1 Genders**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>35</td>
<td>70</td>
</tr>
<tr>
<td>FEMALE</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
The study showed a good mix of gender to avoid that nature of biasness and limitation to a work of investigation. Only six percent (6%) of respondents were of school going and even that, all respondents were able working persons with a maximum number being employees of the financial institution itself.

Table 4.2 Qualification

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HND Marketing</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td>Degree Marketing</td>
<td>27</td>
<td>54</td>
</tr>
<tr>
<td>Chartered Marketing</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
All persons contacted agreed that business planning was an essential aspect to ensure growth and profitability for the organization. And that this planning had to emanate from innovative marketing processes and the components of integrated marketing communication cannot be over emphasized. The study showed a high acceptance of the rudiments of marketing tools, mixes and other attributes for the process of meeting the sole interest of the organization.
Table 4.3 Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Employed</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Trading/Business</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Employee</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Employer/Director</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Student</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Figure 4.3 Occupation

Researchers Data source, May 2012.

Within the same industry, respondents were of the view that companies can differ considerably their media and channel choices. This meant that financial institutions also differ in their selection of marketing communication approaches. The workers of this financial institution
adopted different aspects of integrated marketing communication for all their lines of production, along the entire path of communication channels.

When respondents were asked to choose between planning and communication as key definition terms for IMC, most responded by selecting the latter option. This response, to the researcher, had equal weight, though a general observation made the use communication as an easier choice over the other. 54% of respondents added to 18% were principally agreed on the definition of the term integrated marketing communication as both a planning and a communication process deployed at the organization.

**Table 4.4  What do you understand by Integrated Marketing Communication?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Completeness</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Advertisement</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Communication</td>
<td>27</td>
<td>54</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
Integrated Marketing Communications (IMC) is defined as customer-centric, data-driven method of communicating with the customers. IMC is the coordination and integration of all marketing communication tools, avenues, functions, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. The researcher as an objective was agreeable on this fact of understanding and exposure.

The table and figure below both indicate the fact that there exist various angles of approaches to the subject of integrated marketing communication. Respondents were of the view that direct marketing, sales promotion, public relations, and marketing campaign were recognized as really impacting on financial planning at the corporate organization. In fact, 56% of respondents thought that to really impact organizational planning, one had to focus primarily on a combination of these aspects of marketing process – an integrated marketing communication.
Table 4.5  Which component of IMC really impacts planning at the organization?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Marketing</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Public Relation</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Advertising</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>All the Above</td>
<td>28</td>
<td>56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Figure 4.5

Researchers Data source, May 2012.
Table 4.6  Would you consider promotional tools and marketing mix as tools of IMC?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42</td>
<td>84</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Maybe</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Figure 4.6

Researchers Data source, May 2012.
The study found out that promotional tools were indeed a necessary contributive part of integrated marketing communication even as is marketing mix as known by the financial institutions. It is a management concept to design an approach to the marketing function in order to utilize all aspects of marketing such as advertising, sales promotion, public relations, and direct marketing to work together as a unified force, rather than permitting each to work in isolation. 84% of these respondents at the institution were agreed on this as indicated in the chart below.

Most respondents realized a possible difficulty in just sticking to only a number of marketing functions. The better deployment of integrated marketing communication within the organization was a way to continuously assess the situation on the ground, the target audience and the characteristics of the intended customer. In comparison, respondents were quick to define the fact that organizations’ competitive advantage was inherent in the level of integrated their marketing functions were deployed. The competitive advantage was the niche that segments a market share for growth and profitability.

**Table 4.7  What are the causal effects of Integrated Marketing Communication?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Customer</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>All the above</td>
<td>27</td>
<td>54</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
The causal-effect, according to the respondents, of integrated marketing communication was to a large extent dependent on the kind of relation existing between the customer and the financial institution. There is no misunderstanding the fact that customer relationship is a core part of integrated marketing communication. Other comparable components like meeting the satisfaction level of the customer was the essential ingredient towards championing core marketing functions. Most respondents agreed (54%) upon a collation of all three attributes that especially pointed to the central focus as the customer.

Table 4.8  Should there be consistency of message to impact the organization?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42</td>
<td>84</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
At its most basic level, Integrated Marketing Communications, or IMC, this means integrating all the promotional tools, so that they work together in harmony. Now respondents in view of this assertion realized the need for consistency of wording or message used for the various marketing components to reach their customers or target audience. 84% of these respondents agreed on this important fact as demonstrated in the table and chart above.

**Table 4.9**  IMC tools work better if they are placed together in harmony, not in isolation.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>44</td>
<td>88</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
The other advantage for consistency of message content was in fact that it coordinated the marketing prospects in a harmonious manner. It was the largest respondents rating as 88% were of the view that integrated marketing communication tools work better if they are arranged together in harmony rather than in isolation.

Table 4.10  IMC should be deployed completely throughout its own employees and customers

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>No</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Maybe</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
Figure 10

![Pie chart showing the performance of communication tools on an organization.

Researchers Data source, 2012

Table 4.11 Rank the following communication tools by its performance on the organization:

<table>
<thead>
<tr>
<th>Communication Tool</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales promotion</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Advertisement</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Public Relation</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
A key question concerning the research study was as to whether IMC should be deployed throughout its own employees and throughout its customer. The explanation from interviewees and other respondents were of the opinion that staff needed some continuous training especially to all new recruits or employees to the financial institution. This was to bring to bear on all the appreciation of the function of marketing as not only a departmental exercise.

An effective communication channel equally was seen as appealing to the respondents of the research study. Respondents were in agreement on the added value that the effective distribution and deployment of IMC had upon the product or service associated with the organization or the financial institution.
4.3 DISCUSSION OF RESULTS

To effectively communicate with customers in an organization, communications marketplace requires new and unique approaches and methodologies, professional discipline, intense focus, sharp tools, management commitment. The findings of the research investigation realized that all organizations with serious prospects had to be focused on the deployment of Integrated Marketing Communications (IMC) approach that outlined a step-by-step customer-centric process to helping the organization build business transaction strong in innovation.

The mythologies that organizations adopted had to be drawn on strict adherence on professional behavior and conduct to the administration of the components and tools of integrated marketing communication. Respondents understood the need to have professionals at the organization level who are discipline to follow through on the strategic rudiments of marketing as a function for the organization.

The study found out that these various components and tools of integrated marketing communications were aggregate transaction business functionaries used strategically to promote organization growth and advancement. The respondents found out that most business used marketing innovation creatively at all levels of management to the lower ranking channels of communications.

Respondents were of the view that integrated marketing communication crafted value for the organization. This empirical research, also found out that organizations stood a better chance at increasing their return on investment when integrated marketing communication process was made more systematic, integrated, targeted, and accountable for business results.
Respondents reacted based on their knowledge and awareness of the various promotional tools on organization’s business planning, it was realized from the study that public relations had the highest impact on the organization’s business planning based on its usage. The rest are sales promotion and advertisement then personal selling and direct marketing been the last of the tools.
5.0 INTRODUCTION

The set objectives at the main introduction of the research work strategically directed the research investigation. The study of integrated marketing communications associated with business planning for the organization was the investigation into a firm’s success at the marketplace. It was through the conduct of this research that a plausible solution proposed within the hypothesis of the study was arrived at.

The hypothesis stated that: The non-comprehensive marketing campaigns through poorly deployed integrated marketing communication used by any firm at the marketplace will negate the consistency of message, thus, affecting the returns on investment in the organization’s business planning.

The final chapter, therefore described the results and findings explored quantitatively in the previous chapter by presenting a summary, conclusion, and recommendation of the study. Recommendations were given in this section, as well as a suggestion for further study on the research theme.
5.1 SUMMARY OF STUDY

The empirical research embarked on a central theme to find out about the nature of marketing communications mixes and the tools used to effectively impact the transactions of businesses. It was set within the functions of proper study introduction to have objectives, from research questions and summed within the problem statement for the study. Key research objective was to identify the major components and tools of integrated marketing communication.

The study undertook a review of literature in order to bring to bear relevant studies on the thematic area of the investigation. The documented materials summed up as deploying marketing communications at the market place to advance the success of the planning the organizations business transactions. With a sample size of 50, a survey technique was used as the major procedure and methodology for developing and describing the empirical phenomena. Here, research instruments such as structured questionnaire and interview were seen as strategically gathering data to draw conclusions on. A general observation of the determinant variables was then an added advantage towards studying them, especially for organizations choice and ranking within the Ghana Club 100.

The exploratory and explanatory research approach was expressed quantitatively to describe the phenomena. This was seen in the building up tables and charts to optically communicate in an efficient manner respondent’s opinion the matter of investigation. The charts, for example, emphasized the nature of primary data for assessing and examining the determinant variables of integrated marketing communication.
5.2 CONCLUSION

The study concluded on the foundation of the study objectives in close relation to the research questions and problem statement as:

One of the most important aspects of a solid business plan is marketing communications. That integrated marketing communications was composed of content addressing the expectations of the various factors of production using the best combination of tools and marketing mixes. An organization ought to articulately reach customers through a comprehensive plan using the right message via appropriate media channels. This was the ingredient to drive the success of the business transaction.

A typical comprehensive integrated marketing communications would combine most appropriately marketing tools to include promotion, advertising, campaign, and public relation, direct marketing using harmonious messages adopting one or two media channels – print and electronic. The quest to continuously remind the customer of existing products is seen as a way to create and build a lasting relationship that was to mutual benefit all stake holders.

To effectively communicate with customers in an organization, communications marketplace requires new and unique approaches and methodologies, professional discipline, intense focus, sharp tools, management commitment. Without this key attribute, one could not expect to be chosen and ranked highly within the Ghana Club 100. The findings of the research investigation realized that all organizations with serious prospects had to be focused on the deployment of Integrated Marketing Communications (IMC) approach that outlined a step-by-step customer-centric process to helping the organization build business transaction strong in innovation.
5.4 RECOMMENDATION

The research highly recommends the following suggestions based upon study findings and conclusions:

- That organizations planning begin with management policy and programs to comprehensively incorporate customer-oriented messages as harmonious as possible.

- That the choice of a selected number of IMC tools depended on factors including level of marketing penetration, level of target sophistication, the marketing functions and departments, and also the type of media channels one chooses.

- The function of marketing should indicate the foundation for viable and successful business transaction for any organization. Innovative marketing communications ensures the intended returns on investment for the running of the organization.

- It must be indicated to all staff that the marketplace for integrated marketing communication deploys unique approaches and methodologies in a professional manner that could change depending on the situation or circumstance.
REFERENCES

APPENDIX

This is an academic research work as part of the award of a degree. All information given will be kept confidential.

Please tick and answer as appropriate.

RESEARCH TITLE:

A STUDY OF INTEGRATED MARKETING COMMUNICATIONS ASSOCIATED WITH BUSINESS PLANNING FOR THE ORGANISATION.

SECTION ONE: Basic Information

1. Gender: 1. Male 2. Female


4. Employer/Dir. 5. Student


SECTION TWO: OBJECTIVES

4. What do you understand by integrated marketing communication?


5. Which component of IMC really impacts planning at the organization?

1. Direct marketing 2. Sales promotion 3. PR 4. Advertising

5. All of Above

6. Would you consider promotional tools and marketing mix as tools of IMC?


7. What are causal-effects of integrated marketing communication?

1. Relationship 2. Satisfaction 3. Customer 4. All of Above
8. Should be consistency of IMC message to impact the organization’s?

9. IMC tools work better if they work together in harmony rather than in isolation?

10. IMC should be deployed throughout its own employees and throughout its customers.

11. Rank the following communication tools by its performance on the organization.
      5. Public relation

      **Level of Impact**

      | Level of Impact    |  
      |--------------------|---
      | Very High Impact   |  
      | High Impact        |  
      | Medium Impact      |  
      | Average Impact     |  
      | Low Impact         |  

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