According to the theory of persuasive communication, marketers must first identify the target audience (users, nonusers) they want to address through the use of communication. They then have to decide on the objectives of the communication (build reputation, increase sales, brand recall), message design (structure and presentation), and media planning (print, television, radio, etc.). The application of this concept of integrated marketing communication can lead to improved consistency which is a barrier to overcome by the Co-operative store, and to a clearer positioning of the store and its products in the minds of younger shoppers who they have so far failed to attract.

1. Marketing Communications Lecture 1 Introduction Marketing Communications theory Marketing communications industry Ethics in marketing communications

2. Definition Marketing communications is a management process through which an organisation engages with its various audiences. By understanding an audience's communications environment, organisations seek to develop and present messages for its identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural...