

UPGRADE OF INTEGRATED MARKETING COMMUNICATIONS TO PROMOTE THE «SSU MANAGEMENT OF INNOVATIVE ACTIVITY»

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Integrated marketing communications (IMC) is defined as customer centric, data driven method of communicating with customers. This method is the coordination and integration of all marketing communication tools, 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. IMC components that can be used to promote «SSU Management of innovative activity» are: the foundation - corporate image and brand management, buyer behavior, promotions opportunity analysis; advertising tools - advertising management, advertising design, theoretical frameworks and types of appeals, message strategies, advertising media selection. Advertising also reinforces a brand and a 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, evaluating and integrated marketing program.

Integrated marketing is based on a marketing plan that consists of situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance. This plan should coordinate efforts in all components of the marketing mix. According to IMC concept all forms of communications and messages are carefully linked together. So we can maximize the impact on university applicants at a minimal cost using all components of marketing communications.