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Integrated Marketing

Communications (IMC) The concept of designing marketing communications programs that coordinate all promotional activities—advertising, personal selling, sales promotion, public relations, and direct marketing—to provide a consistent message across all audiences.

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Involves planning the selling program and implementing and evaluating the personal selling effort of the firm. The tasks involved in managing personal selling include setting objectives; organizing the salesforce; recruiting, selecting, training, and com-pensating salespeople; and evaluating the performance of individual salespeople.

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Professor Kerin has published and authored several texts and many articles on marketing. He also serves on numerous journal editorial review boards and is currently a member of the Board of Governors of the Academy of Marketing Science. Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver.

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