

# Marketing Communication – An Integrated Approach

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## BOOK REVIEW

Koekemoer, L (ed). 2014. Marketing Communication – An Integrated Approach. 4<sup>th</sup> ed. Cape Town: Juta.

CEO of AAA School of Advertising Dr Ludi Koekemoer recently launched the fourth edition of his book Marketing Communication – An Integrated Approach. Co-authored by topic experts, the book is a cornerstone for the understanding of the marketing communications landscape for second and third year university students as well as anyone who wants an updated, relevant and contextual view of marketing communication.

The 15 chapters are written by industry experts and academic leaders including:

- ▣ Ludi Koekemoer (Advertising expert)
- ▣ Steve Bird (Direct Marketing expert)
- ▣ Ryan Sauer (Digital expert)
- ▣ Mortimer Harvey (Shopper marketing expert)
- ▣ Minette Koekemoer (Consumer Insights expert)

Marketing Communication is a flagship book for publisher Juta with relevant South African examples making it extremely pertinent to and informative for the industry. The foreword is by industry stalwart and champion Nkwenkwe Nkomo and the text is enhanced with practical examples, tips and checklists.

Dr Ludi Koekemoer comments: “Although this is the 4th edition of Marketing Communication, this time it’s not simply an update. It was largely compiling a new book because the advertising landscape has changed dramatically in recent years.”

Key elements were added to existing chapters which were updated and consolidated into one chapter each on PR, Sponsorship, DRM etc. the following 5 new chapters were also added:

Chapter 1: IMC: Past, present & future and the focus on integrated brand communication.

Chapter 2: Factors influencing IMC decisions including consumer insights, budget constraints, the role of innovation, internal marketing and relevant regulatory & ethical issues.

Chapter 9: Shopper marketing – an exciting new chapter prepared by Mortimer Harvey linking shopper insights and strategies to Sales Promotions. It is a first to have a chapter like this in a Marketing Communication text.

Chapter 13: Alternative communication channels. This chapter expertly captures and outlines the role of unexpected, unconventional and disruptive tactics.

Chapter 14: Digital media marketing. This chapter outlines the digital tools and their application (i.e. the knowing and the doing).

Throughout the book the authors outlined the role of new technology and new media. Koekemoer Explains: “Technology has changed marketing and communications tools and strategies dramatically resulting in a wide variety of digital media alternatives. Media

have changed and media planning has become a serious challenge due to the wide variety of media touch-points and media fragmentation. The world economy has crumbled forcing everyone to focus on effective communication. Digital media has infiltrated the classical media space and TV, radio, newspapers, magazines, outdoor, events and brand entertainments are now linked to digital tactics. Advertising has shifted from A to B, never to return,”

For the industry the textbook covers a wide variety of IMC tools, key issues, what to consider, practical examples, how to plan, checklists and tips. For the lecturers and students it covers the South African IMC landscape, IMC objectives and learning outcomes. Every page also provides key learning points in the margins.