Integrated Marketing Communications and the Changing Media Landscape for Apple Mac Pro.  Paper details MRKT 310 Principles of Marketing Week 8 Writing Assignment Integrated Marketing Communications and the Changing Media Landscape Learning Outcomes Integrated Marketing Communications. Student understands how integrated marketing communications can add value for customers. Marketing communications objectives. Student can develop marketing communications objectives using the AIDA framework. Promotion mix. Student can select the appropriate promotion tool to be used for different marketing communications objectives. Media strategy. Student can design a simple message and media plan for a product or service offering. Directions This assignment assesses your ability to relate integrated marketing communications concepts to your product or service offering and the target market you selected. Here you will let your creative side shine as you think through how you would design the marketing communications for your product or service to effectively and efficiently communicate a clear, consistent and compelling message to your target market over the next year. You may want to refer to some additional references for more information on message design. A good one is Promotion: Integrated marketing communication (IMC). (n.d.). Lumen https://courses.lumenlearning.com/wmopen-introbusiness/chapter/promotion-integrated-marketing-communication-imc/ Part 1 Integrated Marketing Communications. Considering your new target market and any modifications, new product line extensions or new products you may have developed to serve the new target market needs, create your 'Big Idea" to be the basis of the message strategy for all your marketing communications. Marketing communications objectives. In your Week 7 reading you learned about Message Strategies and the Organization's promotion objectives (See, Section 11.5). Write at least three marketing communications objectives using the AIDA framework discussed in the reading. Each of your marketing communications objectives must be specific, measurable, realistic, and have a time limitation (i.e., be a SMART goal). Part 2 Promotion mix. For each of the three marketing communications objectives written in number 2, discuss which of the promotion tools would be the best choice to reach each of the three marketing communications objective. One tool must be advertising (traditional or online) You may have more than one promotion mix tool for any given marketing communications objective. Consider and discuss whether you will be using digital marketing in general (email, mobile, social media, etc) or not to reach these goals. Why is this appropriate for this customer or not? Media strategy. Discuss at least two of your media choices that you believe will best reach your target market with your advertising. Be specific with your choices, e.g. HGTV, Rehab Addict, because the product or service is targeting a do-it-yourself target market, or Home Depot website banner ads for the same target market. Or Morning TV National News, Good Morning America and The Today Show, 1st hour because your target market is educated urban workers. If using social media, discuss which social media and how they will be used to accomplish which objective. RODUCT CHOICE & CONTENT Product is Apple Mac Pro Computer Think carefully about your choice as you will focus on this product or service offering for each of the four writing assignments. It is in your best interest to select a product or service that interests you and for which you feel you can gain sufficient information. Your focus will be on the domestic, or U.S. marketing of this product only. If the product is also marketing in other countries you do not need to concern yourself with the global operations. You are not expected to be an expert on the product or service, and you will have large gaps in your knowledge due to proprietary information. You are not expected to purchase any sources that may have the information you need. You are expected to form well-reasoned conclusions based on what you do know or have found through research, or can reasonably assume. Respond comprehensively. Give examples when appropriate. Be sure to provide your own perspective on each of the questions. See Supporting Conclusions with Your Ideas and Reasoning. FORMAT & WRITING Each writing assignment will require you to respond to four questions total (two in Part 1 and two in Part 2). You must respond to all four questions, or the assignment will be unsatisfactory. Each assignment should be approximately four to five pages of double-spaced text in length. A page is approximately 250 words. You may attach exhibits if you wish. More pages are acceptable, however, fewer than three pages is not satisfactory. Note that a percentage of your grade will be based on your grammar, composition, adherence to the submission requirements, and use of an appropriate college-level style guide for writing and referencing (APA format).