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 a) Explain FIVE reasons why most companies have embraced the integrated marketing communications ( IMC) strategy for promotion of their products and services. (10 Marks) b) Many companies are increasingly using direct marketing to promote their products and services. Explain any SIX benefits that may be derived by such organizations. (12 Marks)

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 This paper aims at the clarifying various beliefs about IMC in the consumer market especially in planning and advertising. IMC has a great potential for several organizations and businesses operating in varied environments. This paper focuses on the reasons for the adoption of IMC as well as the barriers against the efficiency of operation of IMC strategies.

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