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APPENDIX A
Interview questions

INTERVIEW QUESTIONS

1) *“Does your communication agency make use of the concept of integrated communication?”*

2) *“How do you define this concept?”*

3) *“How do you see the current state of the communication industry in South Africa compared to international trends?”*

4) *“Do you think the concept of integrated communication is implementable?”*

5) *“What do you see as the most threatening barriers to the implementation of integrated communication in the South African context?”*

6) *Does the agency internally see the process of managing brand/company reputation and building stakeholder relationships as a cross-functional responsibility that includes all departments?*

7) *How does the agency ensure cross-functional operations?*

8) *Does the agency include internal marketing for clients, informing all areas of the organisation about objectives and communication programmes?*

9) *How does the agency include internal marketing for client, informing all areas of the organisation about objectives and marketing programmes?*

10) *How often does agencies meet clients to align communication, marketing and organisational objectives?*

11) *What mediums/channels does the agency put in place for clients to ensure interactivity between clients and their stakeholders?*

12) *How does the agency ensure consistency in brand messages for clients?*

13) *What means of evaluation does your agency use to determine the integratedness of their actions?*

14) *Should the mission be part of the designed communication strategy of clients?*

15) *Would you say there is a difference between IMC and IC?*

16) *How do you see the future of the marketing communication industry in SA?*
