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happening in the
world of advertising
are leading marketers
and their agencies to
approach advertising
and promotion from

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an integrated
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(IMC) perspective,
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which calls for a “big
picture” approach to
planning marketing
and promotion
programs and
coordinating the
various
communication
functions.

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The course utilises an
integrated marketing
communications
approach as a means
of planning,
integrating and
delivering marketing

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communications that
build equity for
brands. Although the
course covers the full
range of marketing
communications tools,
a substantial
component focuses
on advertising.

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relations), Marketing,
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Most of the
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communication

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must understand the
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process, consumer
behavior, and

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from the
authors' extensive
extensive research in
advertising, consumer
behavior,
communications,
marketing, sales

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turns your marketing
campaigns into multi-
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channel world — with
consumers
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encountering your
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brand online, on
social media, and on
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— integrated marketing
is more important
than ever to capture
new customers and
build brand
recognition and
loyalty.

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The Ultimate Guide to Integrated Marketing

Promotion is a combination of all forms of communication to the customer, including advertising and public relations. The marketer must choose which is the best form of promotion for the target audience, so he

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or she will develop a
marketing plan.

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advertising, consumer
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marketing, sales
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promotion, and other
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fields to give students
a basis for
understanding the
marketing
communications
process, how it
influences consumer

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how to develop
promotional
strategies.

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advertising and
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carefully integrated
approach of this text
blends advertising,
promotions and
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communications
together, providing
students with the

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process and benefits
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