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marketing communications program, objectives and budgeting for integrated marketing communications program and monitoring, evaluation and control.

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and coordinating the various communication functions.

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marketing communications approach as a means of planning, integrating and delivering marketing 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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Advertising and promotion : an integrated marketing communications perspective by Belch, George E. (George Edward), 1951- author.

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Reklam, Publicidad, Promoción de  
ventas

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integrated marketing ...

Most of the organization's marketing communication program is a well-controlled and well-planned

promotion program [2]. Integrated

Marketing Communication (IMC) is the guiding principle for the ...

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Details about Advertising and

Promotion: To effectively plan,  
implement, and evaluate Integrated  
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programs, one must understand the overall marketing process, consumer behavior, and communications theory. Belch/Belch's Advertising and Promotion: An Integrated Marketing Communications Perspective draws from the authors' extensive research in advertising, consumer

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behavior, communications, marketing, sales promotion, and other fields to give ...

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Integrated marketing turns your marketing campaigns into multi-

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channel movements. In today's omni-channel world — with consumers encountering your brand online, on social media, and on their daily commutes — integrated marketing is more important than ever to capture new customers and build brand recognition and loyalty.



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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

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Communications Perspective draws from the authors' extensive research in advertising, consumer behavior, communications, marketing, sales promotion, and other fields to give students a basis for understanding the marketing communications process, how it influences consumer decision

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making, and how to develop promotional strategies.

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Advertising and promotions through the lens of integrated marketing communications. The carefully integrated approach of this text blends advertising, promotions and marketing communications together, providing students with the information they need to understand

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the process and benefits of successful IMC campaigns.

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must understand the overall marketing process consumer behavior and communications theory.

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