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Koekemoer & Bird (2004) That Marketing Communication Is Comprised Of The Collective Activities, Materials And Media A Marketer Makes Use Of, To Inform And Attempt To Persuade Prospective Customers To Purchase Or Use A Particular Offering.
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Integrated Marketing Communications, 2005, William Chitty ...

Marketing Communications , Ludi Koekemoer, 2004, Business & Economics, 578 Pages. Six Marketing Communication ToolsbT"advertising, Personal Selling, Sales Promotion, Direct Marketing, Public Relations, And SponsorshipbT"are Reviewed In This Text For South. Marketing Communications Theory And Applications, John R. Rossiter, Steven ... Apr 5th, 2024

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Of The Aida Hierarchy Model, Adding A Knowledge And Evaluation Stage. The Purpose Of This IMC Plan Is To Move 10 High-end Brides Through The Purchase Funnel, Resulting In A Final Action To Book EverAfter Events As Their Wedding Planner. The Media Strategy Includes Online Advertising, Public Relations, And Personal Selling. A ... Feb 1th, 2024

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1. Establish Objectives à Create Awareness Of New Product Among 20% Of Target Market 2. Determine Specific Tasks à Advertise On Market Area Television

And Radio Stations And In Major Newspapers 3.
Estimate Costs Associated With Tasks à Television
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