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marketing, sales  
promotion, and  
personal selling);  
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advertising, consumer  
behavior,  
communications,  
marketing, sales  
promotion, and other  
fields to give students



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a basis for  
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understanding the  
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communications  
process, how it  
influences consumer  
decision making, and  
how to develop  
promotional  
strategies.

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1. review marketing plan
2. analysis of promotional program situation
3. analysis of communication process
4. budget determination
5. develop integrated marketing communication program
6. integrate and implement marketing

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communications  
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strategies 7. monitor,  
evaluate, and control  
integrated marketing  
communications  
program

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Promotion: Integrated  
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Integrated Marketing  
Communication (IMC)

involves the idea that

a firm's promotional

efforts should be

coordinated to

achieve the best

combined effects of

the firm's efforts.

Resources are

allocated to achieve

those outcomes that

the firm values the

most.

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- Emphasizes on the  
integration of  
advertising with other  
promotional-mix

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elements and the  
need to understand  
their role and overall  
contribution. -

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solution that embeds  
learning science and  
award-winning  
adaptive tools to  
improve student  
results.

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authors E. G. Belch  
(professor at San  
Diego State



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University, USA) and  
M. A. Belch (professor

at San Diego State

University, USA)

explain promotion as

a segment of the

marketing mix, also

deeply considering

the perspective of

integrated marketing

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marketing, sales  
promotion, and other  
fields to give students  
a basis for  
understanding the  
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process, how it  
influences consumer  
decision making, and  
how to develop  
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strategies.

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

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

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- A stronger focus on integrated marketing communications and the promotional mix, including PR and personal selling. - Expanded coverage of contemporary topics, including: integrating e-marketing,...

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