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anintegratedlearning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to ...

Pearson - Integrated Advertising, Promotion and Marketing ...

You will have access to the latest trends and tools that are used in integrated marketing communications. You will be able to use tools such as customer promotion activities, public relations, cause related marketing, crisis management, social media marketing, digital marketing, and search engine optimization for your products and services.

, Integrated Advertising, Promotion, and Marketing ...

Integrated Advertising, Promotion and Marketing Communications was assigned reading for a class in Integrating the Marketing Message -- and was an excellent choice by the instructor. The chapters were organized in a way that made sense, particularly for a student like myself who has been away from the classroom for many years.

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