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



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(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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...

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

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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. Publication date 2007 Topics Advertising, Sales promotion, Communication in marketing, Reclame, Promotie (public

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relations), Marketing,  
Werbung,  
Marknadsföring,  
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## Approach

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...

Most of the  
organization's  
marketing  
communication

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and Promotion is a well-controlled and well-planned promotion program [2].

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effectively plan,  
implement, and  
evaluate Integrated  
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(IMC) programs, one  
must understand the  
overall marketing  
process, consumer

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behavior, and communications theory. Belch/Belch's Advertising and Promotion: An Integrated Marketing Communications Perspective draws from the authors' extensive research in advertising, consumer behavior, communications,

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

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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.

The Ultimate Guide to  
*Page 31/41*

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## 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 or she will develop a



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Perspective draws  
from the authors'  
extensive research in

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process and benefits  
of successful IMC  
campaigns.

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