

lies in the way in which planning has developed. planning specialists

[MKT833] Advertising management is the process of overseeing campaigns that seek to inform and attract consumers regarding a particular good or service.

[MKT833] IMC
Integrated Marketing Communications

[MKT833] A brand is created by all the elements of the marketing mix working together, consistently, to create a positive prejudice in people's minds

[MKT833] In simple terms, advertising is a sales tool.

[MKT833] Identify the ODD amonge 5-steps of IMC process
Producer identification from behavioural data

[MKT833] Colley proposed that the marketing task be based on a hierarchical model of the communication process with four stages

[MKT833] The advocates of integrated marketing communications tend to agree on the following except a customer database can not be used to target

[MKT833] Marketers seek to communicate with target customers for the obvious goal of increased sales and profit.

[MKT833] Traditionally, agencies earned commissions on the space or time they bought in the media a practice going back to their origins as space brokers

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