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Integrated Marketing Communications (IMC): Study Notes 1.1. IMC in the Marketing Process
Integrated Marketing Communications • IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal ...

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Notes imc 1. IMC(UNIT -1) Integrated marketing communication refers to integrating all the methods of brand promotion to promote a particular product or service among target customers. In integrated marketing communication, all aspects of marketing communication work together for increased sales and maximum cost effectiveness.

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concept, with a broad integrated perspective, has been suggested. Integrated marketing entails the co-ordination of all the marketing activities, in order to maximise all the joint effects. An integrated

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marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication

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Strategy is the determination of basic long-term goals and objectives of an enterprise & the adoption of the courses of action & the allocation of resources necessary for carrying out these goals. Example: E I hotels Ltd, an Oberoi-group company, has a strategy of continuous growth, for

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Purpose Although integrated marketing communication (IMC) is generally accepted as the way forward by academics and practitioners, there is a shortage of research into the challenges that clients ...

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CONTENT Basic notes from core MBA marketing course, focusing on marketing communications. Subject: Marketing. Contents. ... The IMC Planning Process. Promotional strategy must evolve to reflect current dynamics;

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Strategic management full notes 1. STRATEGIC MANAGEMENTUNIT- I STRATEGY AND PROCESS 9Conceptual framework for strategic management, the Concept of Strategy and theStrategy Formation Process - Stakeholders in business - Vision, Mission and Purpose- Business definition, Objectives and Goals - Corporate Governance and Socialresponsibility-case study.

~~Master's in Integrated Marketing Communication vs Master's ...~~

IMC, thus, calls for a “big picture” approach to planning marketing and promotion programs and coordinating the various communication functions. It requires firms to develop a total marketing communications strategy that recognizes what the sum total of a firm’s marketing activities, not just advertising, communicate to its customers.

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For example, students might take courses in sales management, import and export strategy, data mining, and financial management — topics typically not found in a master's in IMC program. Finally, as previously mentioned, quite a few master's in marketing programs are really MBA programs with a specialization in marketing.

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This is also an important IMC tool. Summing up all together we can say that integrated marketing communication strategies (IMC) links the company's to its overall objectives and strategies. This also helps to evaluate and fine-tune the company's specific activities.

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