

# Integrated marketing communications



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## Short Description

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**Integrated marketing communications SOLVED PAPERS AND GUESS**

**Product Details: anna university Integrated marketing communications SOLVED PAPERS AND GUESS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

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## **FULLY SOLVED BOOK**

DBA 7001 Integrated marketing communications

**UNIT I INTRODUCTION TO ADVERTISEMENT** -Concept and definition of advertisement

– Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad. Agencies – Selection and remuneration – Advertisement campaigns.

**UNIT II ADVERTISEMENT MEDIA** - Media plan – Type and choice criteria – Reach and

frequency of advertisements – Cost of advertisements - related to sales – Media strategy

and scheduling.

**UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS** - Message development –

Different types of advertisements – Layout – Design appeal – Copy structure –

Advertisement production – Print – Radio, T.V. and Web advertisements – Media

Research – Concept Testing– Measuring impact of advertisements.

**UNIT IV INTRODUCTION TO SALES PROMOTION** - Scope and role of sale promotion –

Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

**UNIT V SALES PROMOTION CAMPAIGN** - Sales promotion – Requirement identification –

Designing of sales promotion campaign – Involvement of salesmen and dealers – Out

sourcing sales promotion national and international promotion strategies – Integrated

promotion – Coordination within the various promotion techniques – Online sales promotions

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