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appropriate ideas that can be used as solutions to communications problems.

~~Integrated Marketing Communication: Chapter 8 - Summary ...~~

Summary Advertising And Promotion - Ch 1-22. CH 1-22.

University. Clemson University. Course. Promotional Strategy (MKT 423) Book title Advertising and Promotion; Author. Belch George E.; Belch Michael A. Uploaded by. Nicole Dunne. Academic year. 2014/2015

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Advertising and promotion perform communications tasks by first accomplishing lower-level objectives such as awareness and knowledge or comprehension and subsequently move towards the purchase. If awareness levels for a brand and knowledge of its features and benefits are low, the communications objective should be to increase them.

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The complete cost if the promotion is analyzed that includes the various types of marketing done in production, along with cost of marketing medium that needs to be calculated (Belch and Belch 2001). In the next step the costing ought to be completed along with the transactions that are made among the organization and the advertising agency. In the last step all the cost done throughout the ...

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