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Integrated Marketing Communication: Chapter 8—Summary ...

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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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Chapter Summary | Integrated Marketing Communication

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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