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Communications (IMC) Hi, and welcome to this discussion on designing and managing **integrated marketing** communications. In previous chapters we've ...

The Difference Between Marketing and Branding?

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and welcome to this discussion on managing mass communications. In this lecture we'll review **advertising**, sales **promotions**, ...

Integrated Marketing Communication: Advertising & Promotion in a Digital World An introduction to Jerome M. Juska's new book **Integrated Marketing** Communication More videos to come! For more information ...

David Fender presents MAR 102 Chapter 13 Promotion Intro to Integ Marketing Communication Essentials of **Marketing** @ McGraw Hill presented by David Fender.

Marketing vs Promotion A lot of writers confuse **marketing** and **promotion**. They're not the same. In this video I'll show you why.

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Promotional Mix What is your understanding of the **promotional** mix? **Promotional** mix is a combination of the various **promotional** strategies put ...

Promotion - Advertising Media Types This video explores the various media types that marketers can use for their **advertising** message. Each is explained, and their ...

Marketing Promotional Mix for Students This video describes and gives examples of the hospitality **promotional** mix. The **promotional** mix is a tool marketers use to ...

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