

Integrated marketing communications



Brand: Mehta Solutions

Product Code: dba7001

Weight: 0.00kg

Price: Rs500

Short Description

Integrated marketing communications SOLVED PAPERS AND GUESS

Description

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

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **anna university** book solutions now mehta solutions brings top solutions for **anna university Integrated marketing communications BOOK** contains previous year solved papers plus faculty important questions and answers specially for **anna university** .questions and answers are specially design specially for **anna university** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

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

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling