

# Integrated Marketing Communication



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## Short Description

## **Integrated Marketing Communication SOLVED PAPERS AND GUESS**

## Description

**Integrated Marketing Communication SOLVED PAPERS AND GUESS**

**Product Details: Bharathiar University Integrated Marketing Communication 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 Bharathiar University book solutions now mehta solutions brings top solutions for Bharathiar University. this **Integrated Marketing Communication book** contains previous year solved papers plus faculty important questions and answers specially for Bharathiar University .questions and answers are specially design specially for Bharathiar University students .

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**INTEGRATED MARKETING COMMUNICATION (PROMOTION**

## **MANAGEMENT)**

**Unit-I**Promotion Mix and Personal Selling: Promotion Mix Tools, Steps in Communication Process, Factors in Deciding Promotion Mix. Personal Selling – Salesforce Design – Objectives, Strategy Six, Structure and Compensation. Principles of Personal Selling – Salesmanship, Steps in Selling Process, Negotiation – Models, Strategy and Tactics, Customer Relationship Management. Evaluation of Personal Selling. **Unit-II**Advertising Management: Meaning, Objectives, Importance, Classification of Advertisement, Economic and Social Effects of Advertising, Organization of Advertising Department, Advertising Agency Management, Campaign Planning, Advertising Budget. **Unit-III**Advertising Media Management: Types – Print, Radio, TV, Cinema Outdoor and other forms – Advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling. **Unit-IV**Advertising Creativity: Advertising Copywriting for Print and Broadcast Media – Principles, Styles, Advertising Visualization and Design, Production of Print, Broadcast and other Advertisements, Evaluation of Advertising. **Unit-V**Sales Promotion and Public RelationsSales Promotion: Objectives, Tools, Planning, Implementation and Control, Evaluation of Sales Promotion. Public Relations: Objectives, Tools, Media and Message, Evaluation of Public Relations. Case Analysis

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