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sets out the essential themes, theories and topics which students can expect to encounter as they explore Marketing Communications.

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The flow of communication in profile strategy (Fill 2013) It is of the utmost importance for marketing managers to understand who the intended audiences are, their level of priority and which strategy they fall under. As we discussed last

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week, all communications should be integrated but that doesn't mean different strategies don't apply.

Week 6: Marketing

Communication Plan

Fill, considers marketing

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Communication as a management process through which an organization interact with its audience in a one-way, two-way or dialogic way. (Fill, 2006) Kotler, Armstrong and Fill use the classical communication mix framework (See figure 1) for their

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analysis of used marketing
communication mixes.

Kotler And Armstrongs Marketing
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Providing a critical insight into
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9 Conclusion In conclusion, integrated marketing communications play a significant role in marketing thorough

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minimising cost, increasing sales, creating brand awareness, and creating a positive brand image. Therefore, Marks and Spencer would greatly benefit through IMC through advertising and direct marketing which will offer the business a competitive advantage

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7 9 Conclusion In conclusion
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