

## CHAPTER OVERVIEW

### 5: Integrated Marketing Communication

- 5.1: Integrated Marketing Communication (IMC) Definition
- 5.2: Defining the Message
- 5.3: Marketing Communication Methods
- 5.4: Using IMC in the Sales Process
- 5.5: Customer Relationship Management (CRM) Systems and IMC
- 5.6: Measuring Marketing Communication Effectiveness
- 5.7: Developing a Marketing Campaign and Budget

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