

## 14.16: Introduction to Communication Programs

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**What you'll learn to do:** Explain how retailers build a brand image and increase customer loyalty by using communication programs

Marketing and promotion help facilitate exchange by providing information and context to consumers to help them understand how specific good and services can meet their needs. Integrated Marketing Communication plays an essential role in this process, made even more important with the rise of the omni-channel. It (IMC) harnesses the benefits of each channel to build a clearer and broader impact than individual or singular campaigns.

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