

CHAPTER OVERVIEW

11: Integrated Marketing Communications and the Changing Media Landscape

11.1: Integrated Marketing Communications (IMC)

11.2: The Promotion (Communication) Mix

11.3: Factors Influencing the Promotion Mix, Communication Process, and Message Problems

11.4: Advertising and Direct Marketing

11.5: Message Strategies

11.6: The Promotion Budget

11.7: Sales Promotions

11.8: Discussion Questions and Activities

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