

## CHAPTER OVERVIEW

### 9: Choose Your Communication Arsenal - SS+K Decides Upon a Creative Strategy and Media Tactics

- 9.1: Chapter Introduction
- 9.2: Integrated Marketing Communications - United We Stand
- 9.3: Elements of the Promotional Mix - The Advertiser's Trusty Tools
- 9.4: Create the Promotional Plan
- 9.5: Exercises

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