

Integrated marketing communication exam paper (2023)

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Exam Prep for Advertising Campaign Strategy

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2007-03-30

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2018-08-21

uniting industry experience with academic expertise the authors combine marketing communications and advertising with the branding perspective providing students with a practical planning system and a seven step approach to creating a comprehensive marketing plan the new sage marketing communications textbook is a contemporary evolution of the well known rossiter and percy advertising and promotion management textbook which at its peak was adopted by six of the top 10 u s business schools stanford wharton columbia berkeley ucla and northwestern as well as by the london business school oxford s said business school and by most of the top business schools in europe such as erasmus university rotterdam inseed and the stockholm school of economics key features include an author analytical approach with checklist frameworks in chapters providing students with a systematic guide to doing marketing communications a managerial perspective helping students to become a marketing manager and study as though they are in the role coverage of key new marketing communications topics such as branding and social media in each of the end of chapter questions there are mini cases that involve real brands and the numerous examples throughout the text refer to globally known brands such as gillette mercedes revlon and toyota the book is supported by online instructor resources including powerpoint slides and teaching outlines for each chapter multiple choice exam questions and answers team project templates true and false quizzes and answers and an instructor manual suitable for marketing communications and advertising promotion modules at ug and pg levels

Marketing Study Guide

2018-12-17

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2019-05-17

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this book provides a critical theory of branding in higher education the author argues for a higher education for all and positions higher education as a human right necessary for the well being of citizens and democracy firstly the book introduces the concept of desire as an underpinning for brand theory the author then uses an explication of the concept of relevance linked with desire to further our understanding of higher education as an emancipatory project chapter 4 explores brand identity which is shown to be a retroactive investment of naming mathemes are used to illustrate the theory of naming in identity formation finally the author also examines the idea of the liberal arts and provides an ethnographic and critical discourse analysis of the liberal arts college

Understanding Branding in Higher Education

2001

the job market continues to change highly skilled and specialized workers are in demand traditional education cannot meet all the needs to create specialty skill workers certification provides up to date training and development while promoting individual or professional skills and knowledge in a focused manner certification as a way of continuing professional education can also be more cost effective

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2023-03-25

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