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Teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics.

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## *Marketing ...*

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communication program is a well-controlled  
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Integrated Marketing Communication (IMC) is  
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Communications I ntegrated Advertising,  
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Integrated Marketing Community. Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and ...

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