

Download Marketing Communications And Promotion

Marketing communications (MC, marcom(s), marcomm(s)) uses different marketing channels and tools in combination: Marketing communication channels focus on any way a business communicates a message to its desired market, or the market in general. In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. Integrated Marketing Communications. Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. An approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other.