

### **integrated marketing communications a pdf**

Research in Business and Economics Journal 1 Impact of integrated marketing communications mix (IMCM) in small to medium enterprises (SMEs) in Zimbabwe as a marketing tool

### **Impact of integrated marketing communications mix (IMCM)**

Overview. Marketing communications includes advertising, promotions, sales, branding and online promotion. The process allows the public businesses use to know or understand a brand. Successful branding involves targeting audiences who appreciate the organization's marketing program.

### **Marketing communications - Wikipedia**

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Title: Brand Communities, Marketing, and Media Subject: Custom media strategy and brand communities  
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