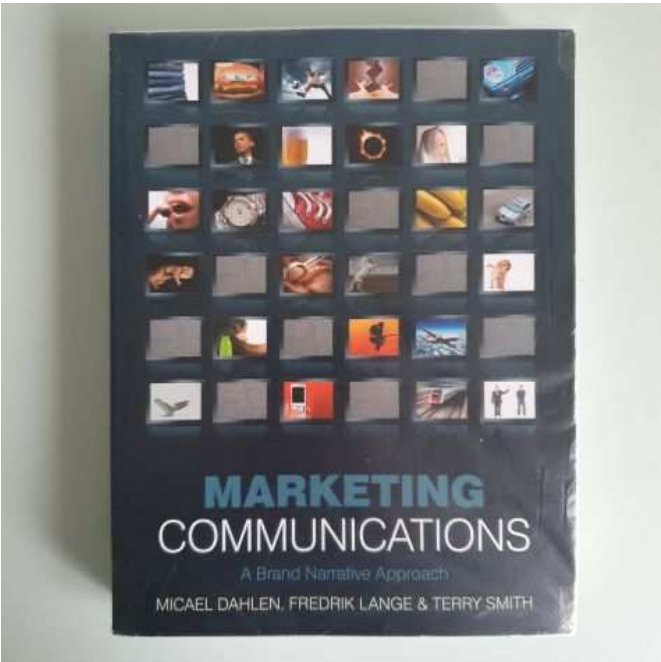


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NUOVO

CONTENUTO: Introductions to marketing Communications, How marketing communications work, analysis and planning for marketing communications, analysis of target audiences, effects and objectives, strategy and planning, strategic positioning, tactics and techniques of positioning, implementation and control of marketing communications, building Brand Equity, Brand narrative and relational management, the marketing Communications Mix, advertising strategy, advertising creativity, media concepts and media planning, Public relations and Hybrid marketing communications, Sales and Sales Promotion, Beyond traditional marketing communications, evaluating marketing Communications, List of cases, marketing term glossary

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