



Marketing communication

By Andreas Leitner

GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, Glynd r University, Wrexham known as NEWI (Business school), 12 entries in the bibliography, language: English, abstract: In the beginning of this this paper two different communication strategies are discussed. The linear model of communication can be seen as the basic model of mass communication. It consists of seven different components. For a successful communication, the quality of the linkage of theses elements is important, and not the elements it selves.) The DAGMAR Model is a model for setting objectives and measures the results. It is a hierarchical model of communication process, and consists of awareness comprehension conviction action. Furthermore the value of segemtation, targeting and positioning for a successful marketing strategie is discussed. Finally different promotional methodes are discussed based on examples of the ski industry. 24 pp. Englisch.



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