

Marketing Communication - Andreas Leitner

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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 these 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 segmentation, targeting and positioning for a successful marketing strategie is discussed. Finally different promotional methodes are discussed based on examples of the ski industry. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2, NEWI Wrexham (Business school), 12 Quellen im Literaturverzeichnis, Sprache: Englisch.Author: Leitner, Andreas Publisher: GRIN Verlag Illustration: N Language: ENG Title: Marketing communication Pages: 00019 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638375832 Category: Business & Economics : Marketing - General

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