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### Integrated Marketing Communications

- Different promotion mix elements have different strengths and limitations
- A blend of methods may be required
- Criteria for effective integrated marketing communications:
  - coordinated
  - consistent
  - comprehensive




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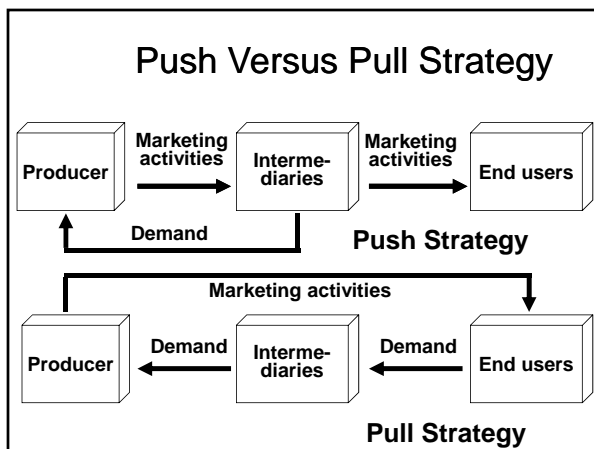
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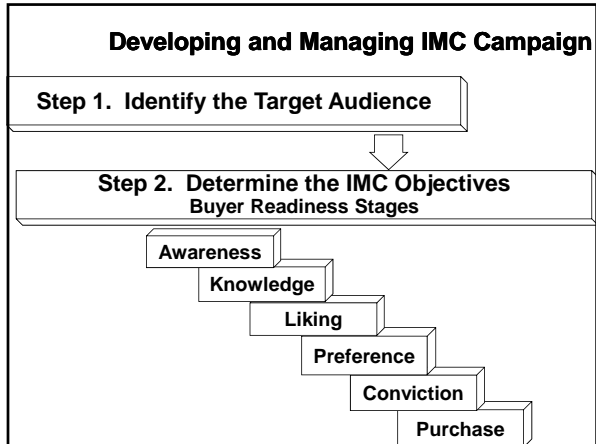
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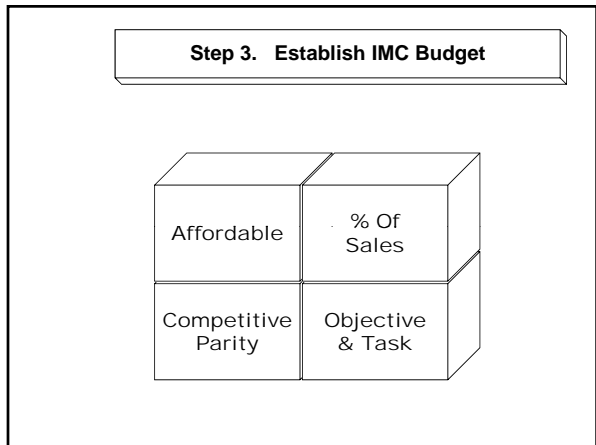
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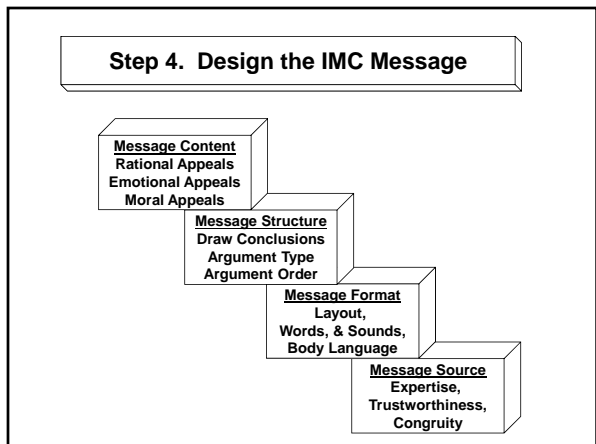
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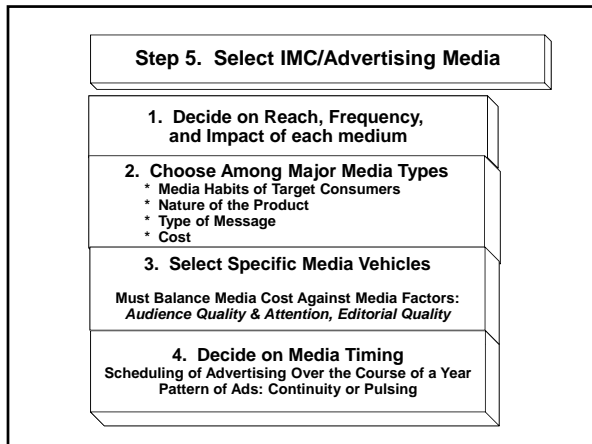
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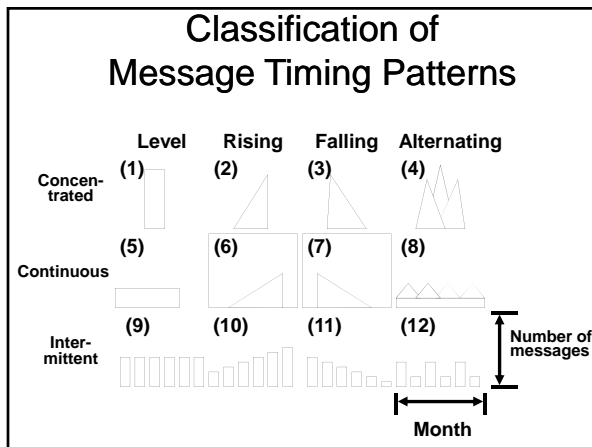
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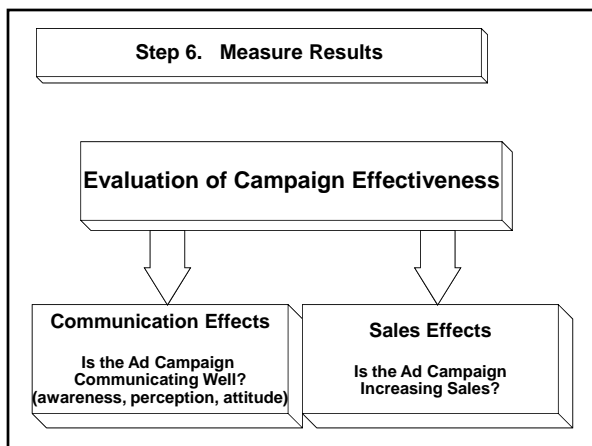
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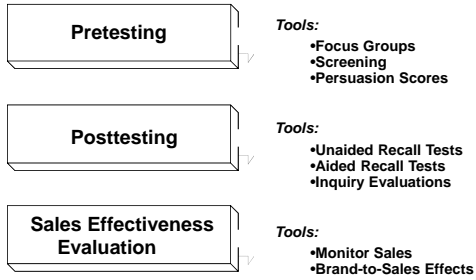
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## Evaluation Methods




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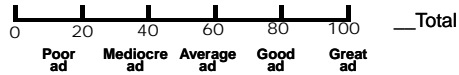
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## Simplified Rating Sheet for Ads

- (Attention) How well does the ad catch the reader's attention?    \_\_20
- (Read-through) How well does the ad lead the reader to read further?    \_\_20
- (Cognitive) How clear is the central message or benefit?    \_\_20
- (Affective) How effective is the particular appeal?    \_\_20
- (Behavior) How well does the ad suggest follow-through action?    \_\_20




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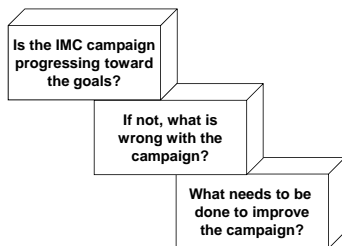
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## Step 7. Revise and Improve the IMC Campaign




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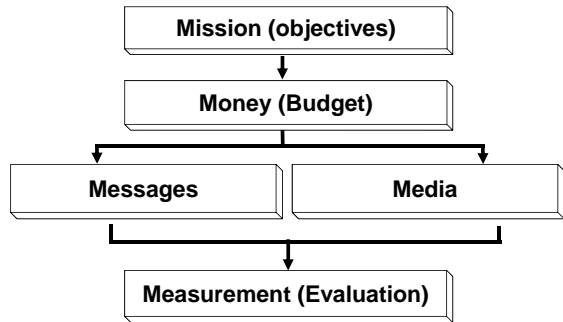
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### Five M's in Advertising Campaign



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### Organizing for Advertising Campaign

Sales Departments in Small Companies

Advertising Departments in Larger Companies

**Advertising Agency**  
Firm that Assists Companies in Planning, Preparing, Implementing and Evaluating Their Advertising Programs.

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