

Koekemoer Marketing Communications

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Koekemoer Marketing Communications

Ludi Koekemoer is the author of Promotional Strategy. He is the managing director and principal of the AAA school of advertising, a marketing SGB member, and a member of the American Advertising Academy.

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Marketing Communications by Ludi Koekemoer

marketing • Evaluating the effectiveness of the IMC tools key features • An overview of the past, present and future of integrated marketing communication (IMC) • Planning and campaign tactics. about tHe editor Ludi Koekemoer is CEO of AAA School of Advertising.

Koekemoer Marketing Communications

Marketing Communications by Ludi Koekemoer Six marketing communication tools—advertising, personal selling, sales promotion, direct marketing, public relations, and sponsorship—are reviewed in this text for South African learners and practitioners. This fully updated edition focuses on recent developments in marketing communications, highlighting the

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Marketing communications (Book, 2004) [WorldCat.org]

AAA School of Advertising CEO, Dr Ludi Koekemoer, has launched the fourth edition of Marketing Communication: An Integrated Approach. Co-authored by topic experts, the book is a cornerstone for the understanding of the marketing communications landscape for university students as well as anyone who wants a view of marketing communication.

Fourth edition of Marketing Communication: An Integrated ...

Marketing Communication - An Integrated Approach (Paperback) / Photographer: Ludi Koekemoer ; 9781485102175 ; E-commerce, Business & management, Business & Economics, Books

Marketing Communication - An Integrated Approach ...

CEO of AAA School of Advertising Dr Ludi Koekemoer recently launched the fourth edition of his book Marketing Communication - An Integrated Approach.

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Marketing Communications - Steve Bird - Google Books

We will write a custom Coursework on Planning an Integrated Marketing Communications Campaign specifically for you for only \$16.05 \$11/page. 301 certified writers online. ... Koekemoer, L. & Bird, S. 2004. Marketing communications. New York: Juta and Company Limited. Kodish, S. & Pettegrew, L., 2008. Enlightened communication is the key to ...

Planning an Integrated Marketing Communications Campaign ...

In today's competitive environment, marketing communication is an essential activity for the companies that brings the competitive advantages and make the firm leaders in the markets (Koekemoer & Bird, 2004).

Marketing Communication of Apple and Samsung

An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Kotler & Keller, 2006:19).

CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

The fourth edition of 'Marketing Communication - An Integrated Approach' by Dr Ludi Koekemoer, CEO of AAA School of Advertising, is out now... 21 Jul 2014 Christophè Poirier addresses AAA ...

Ludi Koekemoer | Bizcommunity

marketing • Evaluating the effectiveness of the IMC tools key features • An overview of the past, present and future of integrated marketing communication (IMC) • Planning and campaign tactics. about tHe editor Ludi Koekemoer is CEO of AAA School of Advertising. His work experience, research and consulting expertise include advertising,

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2009 - The Chartered Institute of Marketing - Maidenhead In-text: (Chartered Institute of Marketing, 2009) Your Bibliography: Chartered Institute of Marketing, 2009.

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but rather what to say, where, to whom, and when (Koekemoer & Bird 2004, 31-32). Chris Fill (1995) states that "the primary role of marketing communications is to engage audiences" and promoting both the organization and its offerings through different communication tools. It recognises the increasing role the organization

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