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The Process Of Coordinating All This Activity Across
Different Communication Methods. Note That A Central
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- Public Relations (PR) Is The Marketing

Communication Function That: – (1) Evaluates Public
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The Public May Be Interested In, And – (3) Executes A
Programme Of Action To Earn Public Understanding

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Management Concept That Is Designed To Make All
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Advertising, Sales Promotion, Public Relations,

Personal Selling And Direct Marketing Work Together
As A Unified Force, Rather Than Permitting Each To

Work In Isolation. 4th, 2024

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Compose Its Promotion Or Communication Mix, Which

Consists Of Advertising, Sales Promotions, Public Relations And Publicity, Personal Selling, And Direct Marketing. Advertising Involves Paying To Disseminate A Message That Identifies A Brand (product Or Service) Or An Organization Being Promoted To Many People At One Time. The Typical Media 2th, 2024

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