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integrated marketing and teaches you how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps you understand how communications are produced and transmitted.

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Integrated Marketing Community. Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and ...

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