
Module 3 Promotion And Marketing In Tourism

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cooperation and support from their independent channel members. Module 3 - Business Strategies and their Marketing ... Module 13: Promotion: Integrated Marketing Communication (IMC) Why It Matters: Promotion: Integrated Marketing Communication (IMC) Integrated Marketing Communication (IMC) Definition Principles of Marketing | Simple Book Production Module 3: Market Differentiation Promotion is a must if you are going to gain product recognition among customers. Promotional strategies often are built around a "message." The message that you deliver about your product or business is just as important as the product itself. Module 3: Market Differentiation marketing strategy. Modules 2, 3 and 4 (Customer, Company and Competition, often referred to as 'The 3 Cs') focus on key concepts and techniques to conduct market analysis. Modules 5, 6, 7 and 8 (Product, Price, Placement/Distribution and Promotion, or 'The 4 Ps'), hone in on the essential elements of marketing tactics.

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View Notes - Promotion from MKT 2ELM at La Trobe University.

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COMMUNICATION AND THE INTERNET Objectives: Understand the fundamentals of marketing

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Tourism - Marketing and Promotion - Assessment; Learning

Outcomes. After completing this course the learner will be able to:

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