

Marketing Research



Brand: Mehta Solutions
Product Code: 20IMG24GM2
Weight: 0.00kg

Price: Rs600

Short Description

M D U UNIVERSITY Marketing Research

Description

Marketing Research SOLVED PAPERS AND GUESS

Product Details: M D U UNIVERSITY Marketing Research

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2019-20

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **M D U UNIVERSITY** book solutions now mehta solutions brings top solutions for **M D U UNIVERSITY Marketing Research REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **M D U UNIVERSITY**. questions and answers are specially design specially for **M D U UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

Marketing Research

UNIT-I

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix; models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process

UNIT-II

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources

UNIT-III

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis; media planning –

traditional and contemporary media; media objectives – reach, frequency, cost etc.; media strategy; media scheduling; media planning models; key issues in advertising – comparative advertising, web advertising; advertising agency – functions and types, outdoor advertising
UNIT-IV
Wider Issues and Dimensions – Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, marketing communication budgeting, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling