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Integrated marketing, or  
integrated marketing  
communication, is the  
process of aligning all  
of the various  
promotional mix  
elements (advertising,  
direct marketing, digital  
marketing, sales

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promotion, public relations and personal selling) and marketing elements used to communicate with your target market and customers.

Integrated Marketing:  
The Importance for  
Branding | BRIDGE ...  
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Promotion (IBP) is a  
holistic method of



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coordinating your  
messaging and your  
value proposition across  
all elements of the  
marketing mix. A  
successful IBP effort  
ensures your PR  
actually leads to  
publicity, your  
advertising messages  
match your front-line  
sales promotion  
messages, and your  
social media output

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enhances customer  
relationships.

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Most of the  
organization's marketing  
communication program  
is a well-controlled and  
well-planned promotion  
program [2]. Integrated  
Marketing

Communication (IMC)

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is the guiding principle  
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mass-mediated 3.  
attempt to persuade.  
Integrated Brand

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of using a wide range of  
promotional tools  
working together to  
create widespread brand  
...

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Jones: New York, NY:

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Manager, Integrated  
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New York, NY:

\$33K-\$69K: MBA

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Manager: The Clorox  
Company: New York,  
NY: Account Manager

...

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marketing Jobs in New  
York, NY ...

Manager, Integrated  
Marketing (New York)  
RESPONSIBILITIES:

Reporting to the Sr.

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Director of Integrated Marketing, the Manager of Integrated Marketing will be responsible for crafting sales strategies in response to RFPs and creating a roster of off-the-shelf and custom program offerings to support and drive the sales process.

Manager, Integrated Marketing (New York)

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Sr. Director, Integrated  
Marketing (New York)  
SUMMARY: Reporting  
to the Sr. Vice

President, One Solution,  
the Sr. Director's  
primary focus will be to  
help lead and implement  
the strategic and  
creative development as  
well as management of  
revenue-generating  
marketing solutions for  
existing and prospective



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video and other medium  
heretofore unavailable  
to be illustrated in  
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delivery.

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Ch 1 The World of  
Advertising and  
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Integrated Brand  
Promotion 2 B)

Integrated brand  
promotion (IBP): the  
use of various  
promotional tools,  
including advertising, in  
a coordinated manner to  
build and maintain  
awareness, identity, and  
preference for a brand.

The best advertising can  
accomplish integration  
within an ad. Adidas is

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able to feature the  
celebrity endorsement  
IBP tool and reinforce ...

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dvertising\_and\_Integrat  
ed\_Brand ...

A leader for its  
emphasis on integrated  
brand promotion, this  
edition combines a  
compelling presentation  
of the fundamentals of  
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such as social media,  
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Like other aspects of  
business, good

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of hard work and careful  
planning. Creating good  
advertising is an  
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