



Introduction to Integrated Marketing Communications

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Advertising

**Personal
Selling**

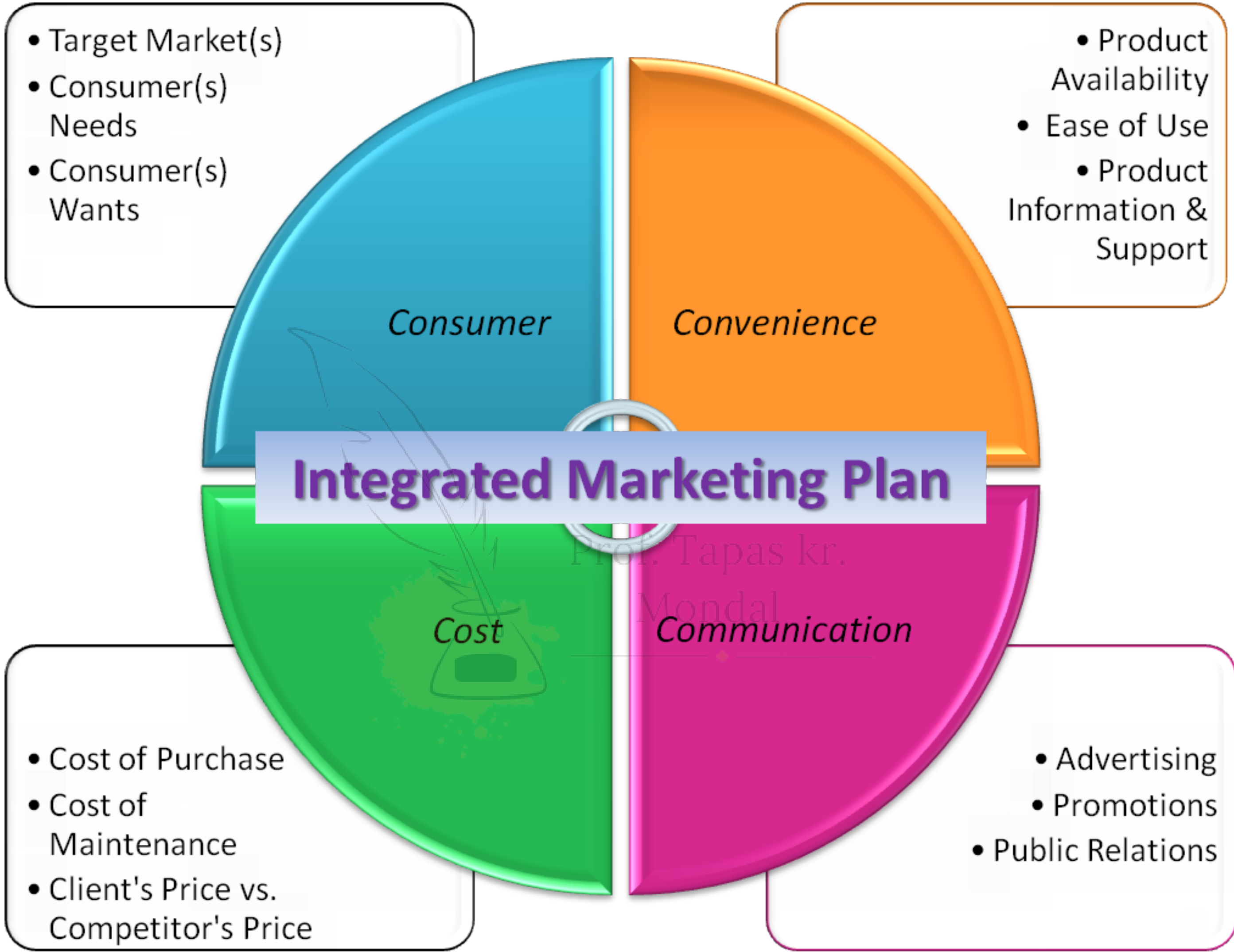
**Sales
Promotion**

**Marketing
Communication
Mix**

**Public
Relations**

**Direct
Marketing**









Thank You



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