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The Importance of Communication Skills

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in Marketing. Marketing consists of presenting a product or service to potential customers and convincing them to buy that service or product. Marketing messages appear on all business tools, including the brand, logo, stationary font, website, advertisements, sales materials and email messages.

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liaising with designers and printers, overseeing the production and distribution of marketing materials and managing ...

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Advertising. We are very well with the impact that advertising has on our purchase behavior. Advertising may be in many forms but the two most common forms are ATL advertising which includes television, radio and print and the other type is BTL advertising which majorly includes out of home advertising.

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benefits. The process begins at the strategic development stage. You start by creating a marketing communications program.

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marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services.

*Field of studies Advertising*

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