



Marketing communication

Andreas Leitner

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Scholarly Research Paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, Glyndŵr University, Wrexham known as NEWI (Business school), 12 entries in the bibliography, language: English, abstract: In the beginning of this paper two different communication strategies are discussed. The linear model of communication can be seen as the basic model of mass communication. It consists of seven different components. For a successful communication, the quality of the linkage of these elements is important, and not the elements themselves.) The DAGMAR -Model is a model for setting objectives and measures the results. It is a hierarchical model of communication process, and consists of awareness - comprehension - conviction - action. Furthermore the value of segmentation, targeting and positioning for a successful marketing strategy is discussed. Finally different promotional methods are discussed based on examples of the ski industry.

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