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Marketing Communication - An Integrated Approach

...

There are different criteria against which the success of a marketing campaign can be assessed.

According to Koekemer and Bird (2004) integrated marketing communication assessment criteria include customer loyalty, market share, and the amount of revenue that were generated as a result

of the marketing campaign.

Coca-Cola Marketing Communications: A Critical Analysis

An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Kotler & Keller, 2006:19).

CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

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Marketing communications is an integral part of the overall marketing

program for most companies and organizations. However, these firms recognize that the way they must communicate with consumers and other relevant audiences to promote their products and services is changing rapidly. The fragmentation of mass markets, the