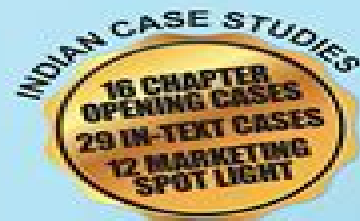


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MARKETING MANAGEMENT

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Proposal for a Case Study Leslie Acheson Wey,2021-08-06 Case Study from the year 2021 in the subject Business economics Operations Research language English abstract This paper contains a research proposal for a case study In his research the author wants to find out whether there is a correlation between marketing communication and the profitability of the company What are the impacts of effective marketing communication in profitability What are the practical opportunities that would enhance effective marketing communication What factors in marketing communications enable improves sales and revenue in an organization The paper describes the background to the study the problem statement and the research objectives questions and hypothesis It also gives an overview about literature methodology data collection and analysis and the planned structure of the final study It ends with a cost estimate for the research *Marketing Management* Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen, 2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject

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