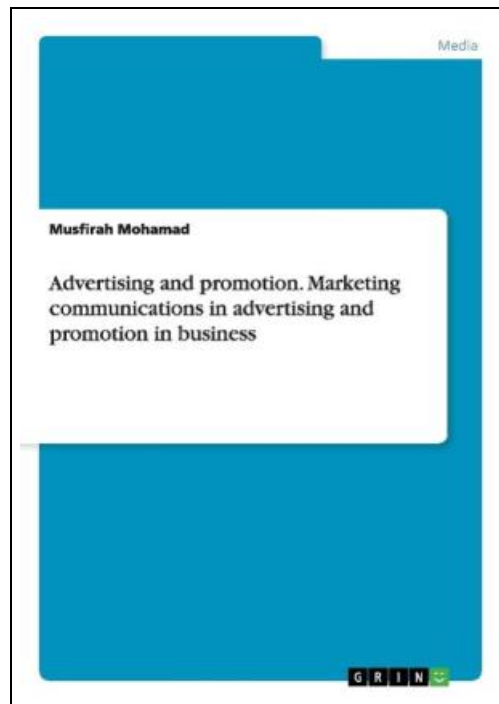


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ADVERTISING AND PROMOTION. MARKETING COMMUNICATIONS IN ADVERTISING AND PROMOTION IN BUSINESS



GRIN Publishing Jan 2016, 2016. sonst. Bücher. Condition: Neu. Neuware - Document from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Merit, , course: Higher National Diploma in Business (Marketing), language: English, abstract: This report is assigned to do marketing communications in advertising and promotion in business. In this assessment I have to explain the communication process that applies to advertising and promotion. In this communication process includes the sender or source, message encoding, media channel, decoding, receiver, response or feedback and noise. In addition, I will explain precisely regarding the organization of the advertising and promotions industry. In advertising and promotion industry consist advertiser, advertising and promotion agencies, external facilitators, media organizations and target audiences. All these elements are the mediums for any organization or business to implement the advertisement in order to advertise and promote their products or services. Without the help of those elements, the advertising could not happen. Moreover, when advertisers make advertisements, they should aware with the rules and regulations in advertising. Here, I have to assess on how promotion in Aroma Cake House is regulated. According to Malaysia Code of Advertising Practice, Guidelines to Avoid False and Misleading Advertising and Broadcasting Ethics Code I will mention the important part that this company should aware in advertising. Lastly, there are several current trends in advertising industry occur in Aroma Cake House. I will explain regarding media clutter, new media, sales promotion and impact of ICT towards this company. In other to enhance the business performance through advertising, I would like to suggest to Aroma Cake House by using pay-per-click advertisement on Google Search Engine. Google will advertise this company so that when user type 'Aroma Cake', Aroma Cake House will be on top of the homepage. Other than...



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