

Marketing Communication

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1. marketing. Definition, history, role, importance
2. the marketing environment
3. consumer. Satisfaction. Behavior
4. Marketing research
5. The 4 P's
6. Branding and Packaging
7. Integrated marketing communication
8. Advertising - tools, appeals, design
9. Traditional media channels
10. e-active marketing
11. alternative marketing
12. database and direct response marketing
13. Sales promotion
14. public relations
15. evaluating IMC
16. oral communication
17. personal marketing
18. event preparation

Notes:

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