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An IMC plan is a blueprint of the complete marketing communications program for a brand or product. It is a formal document that evaluates the background of the brand and presents a set of guidelines and an integrated action program for advertising, sales promotion, direct marketing, and public relations.

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a) Explain FIVE reasons why most companies have embraced the integrated marketing communications ( IMC) strategy for promotion of their products and services. (10 Marks) b) Many companies are increasingly using direct marketing to promote their products and services. Explain any SIX benefits that may be derived by such organizations. (12 Marks)

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This paper aims at the clarifying various beliefs about IMC in the consumer market especially in planning and advertising. IMC has a great potential for several organizations and businesses operating in varied environments. This paper focuses on the reasons for the adoption of IMC as well as the barriers against the efficiency of operation of IMC strategies.

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