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12 CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL OVERVIEW 2.1 INTRODUCTION This chapter reviews the disciplines that form the foundation of this study, namely

CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL

In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right ...

Promotional mix - Wikipedia

Artist Title Year Country Chart Entries 1: Elvis Presley: Jailhouse Rock: 1957: UK 1 " Jan 1958, US BB 1 " Oct 1957, US BB 1 of 1957, Canada 1 " Oct 1957, DDD 1 of 1957, POP 1 of 1957, Europe 2 of the 1950s, Scrobulate 2 of rockabilly, RYM 3 of 1957, Netherlands 5 " Jan 1974, France 10 " Dec 1971, US CashBox 11 of 1957, South Africa 11 of 1958, AFI 21, Global 33 (5 M sold) " 1957 ...

1957 in music - Wikipedia

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