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• Marketing by the Numbers (Appendix 2) provides students with a comprehensive intro to the marketing financial analysis that helps guide, assess, and support marketing decisions. An exercise at the end of each chapter lets students apply analytical and financial thinking to that chapter's concepts and links the chapter to the Marketing by the Numbers appendix.

Kotler & Armstrong, Principles of Marketing plus Pearson ...

Some financial aspects of KAM . Global account management. Key points. Review questions. References . 18 Sales promotion, field marketing and brand experiences. Aims and learning objectives. Mini case: Orange at the Glastonbury Festival. Introduction. Sales promotions. Understanding the value of sales promotions. The role of sales promotion ...

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Business - Pearson

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Financial management enables marketing and advertising function to stay on track, manage the financial aspects of business accurately and avoid any financial blunders that may cost the company. Finance is a partner to marketing and takes care of the analytical side of marketing.

Benefits of Financial Management for Marketing and ...

Students worked in small groups and each week they were assigned tasks around specific aspects of the business, including marketing planning and strategy, the firm and its resources, competition through the marketing mix and marketing research. The simulation game is thought provoking and prompts students to be strategic and analytical in order to compete with the other teams.

Westminster Business School Marketing Students Win Pearson ...

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Financial aspects of marketing management

Unlike many marketing communications texts Integrated Marketing Communications, as its title suggests, takes an explicitly integrated approach to the subject. Whilst a number of the chapters have been contributed by experts in their field, David Pickton and Amanda Broderick have created a comprehensive and cohesive textbook.

Pickton & Broderick, Integrated Marketing ... - Pearson

Principles of Marketing, 3e provides both students and lecturers with a comprehensive introduction to all aspects of modern marketing. It takes a rigorous, practical and managerial approach to issues and problems across the marketing mix.

Principles of Marketing: European Edition - pearson.com

Financial Services Marketing is an ideal introduction to this important sector, clearly demonstrating how marketing theory is applied in practice. Logically structured around the core marketing principles (buyer behaviour, segmentation, product development, distribution, pricing and promotion), the book is exceptionally clear and well written.

Pearson - Financial Services Marketing - Dr Tina Harrison

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Tapp, Principles of Direct and Database Marketing | Pearson

- understand all aspects of events management within the context of the event life-cycle
- manage the financial, marketing and operational aspects and demands of events management
- differentiate the impact of events on both built and natural environments
- create and produce a range of events, from place to mobile

The Business of Events Management - Pearson

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