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advertising media (as one of the elements in an IMC mix) in South Africa, the basic features and principles of marketing, marketing communication, as well as IMC, need to be explored further, in order to gain an understanding of OOH advertising media in the context of the larger discipline.

CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

Integrated Advertising, Promotion, and Marketing Communications, 2013, 454 pages, Kenneth E. Clow, Donald E. Baack, 0133126323, 9780133126327, Pearson ... IMC PlanPro Exercises , Kenneth E. Clow, Donald Baack, Apr 7, 2006, Business & Economics, 208 ... Wheel and Tire Performance Handbook , Richard NewtonWar Discovers Alaska , Joseph Driscoll ...

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