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Week 6: Marketing Communication

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Plan

Marketing Communications Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth. He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in

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addition to being a Fellow of the CIM.

**Marketing Communications -
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Chris Fill is Principal Lecturer in Marketing Management at the University of Portsmouth. Much of his research to date has centred on aspects of integrated marketing communications,

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courses such as those run by The Chartered Institute of Marketing, and is supported by the Institute of Practitioners in Advertising. About the authors: Chris Fill BA, MSc. is a Director of Fillassociates. He was a Principal Lecturer at the University

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Marketing Communications : Brands,
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Chris Fill BA, MSc. FCIM, is a Director of

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Fillassociates. Chris has authored over 30 textbooks, published papers in many leading academic journals, and is internationally recognised for his contribution to marketing communications. He is a Fellow and former Senior Examiner at the Chartered Institute of Marketing.

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