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serious student of advertising and  
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*What is marketing Communication?  
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Marketing Communications embodies  
the whole process: From client relations,  
PR and marketing strategies, to the  
creative side of promotional literature,  
advertising and artwork. A very broad  
area, Marketing Communications – or  
Marcoms, as it's better known – also  
covers many disciplines.

### Marketing Communications: Brands, Experiences And ...

Marketing communication includes Advertising, Sales Promotion, Events and Experiences (sponsorship), Public Relations and Publicity, Direct Marketing,

Interactive Marketing, Word-of-Mouth Marketing, Personal Selling. These tools of communication are collectively called as Marketing Communication Mix.

Elements of Marketing Communication Mix

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