

## TEST 1

### COMMUNICATION MANAGEMENT N4

#### QUESTION 1: BASIC COMMUNICATION PRINCIPLES

- 1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Hesitation markers like um and ah used during communication	A	mass communication
1.1.2	Body movements like gestures, facial expressions and body posture	B	filler sounds
1.1.3	Distance of over three metres maintained between the sender and audience	C	noise
1.1.4	Umbrella term for communication barriers	D	kinesics
1.1.5	Minister of Health announces the Covid regulations on SABC 2	E	public zone

(5× 1) (5 )

- 1.2 Listening is a skill one can learn and perfect to improve communication.

Distinguish between *attentive listening* and *critical listening*.

( 2+2)

(4)

- 1.3 What are the elements of the communication process, list and explain them

(6)

# Management Communication Nquestion Papers 1

**L Manion**



## **Management Communication Nquestion Papers 1:**

## Enjoying the Track of Appearance: An Mental Symphony within **Management Communication Nquestion Papers 1**

In a world taken by displays and the ceaseless chatter of immediate interaction, the melodic beauty and mental symphony developed by the prepared word often disappear in to the back ground, eclipsed by the relentless sound and disturbances that permeate our lives. Nevertheless, set within the pages of **Management Communication Nquestion Papers 1** an enchanting fictional treasure overflowing with fresh thoughts, lies an immersive symphony waiting to be embraced. Constructed by a wonderful musician of language, that interesting masterpiece conducts readers on a psychological journey, well unraveling the hidden melodies and profound affect resonating within each carefully crafted phrase. Within the depths with this moving examination, we can investigate the book is central harmonies, analyze its enthralling writing design, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

[https://staging.conocer.cide.edu/files/uploaded-files/default.aspx/hp\\_elitebook\\_8530w\\_service\\_manual.pdf](https://staging.conocer.cide.edu/files/uploaded-files/default.aspx/hp_elitebook_8530w_service_manual.pdf)

### **Table of Contents Management Communication Nquestion Papers 1**

1. Understanding the eBook Management Communication Nquestion Papers 1
  - The Rise of Digital Reading Management Communication Nquestion Papers 1
  - Advantages of eBooks Over Traditional Books
2. Identifying Management Communication Nquestion Papers 1
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Management Communication Nquestion Papers 1
  - User-Friendly Interface
4. Exploring eBook Recommendations from Management Communication Nquestion Papers 1
  - Personalized Recommendations

- Management Communication Nquestion Papers 1 User Reviews and Ratings
- Management Communication Nquestion Papers 1 and Bestseller Lists
- 5. Accessing Management Communication Nquestion Papers 1 Free and Paid eBooks
  - Management Communication Nquestion Papers 1 Public Domain eBooks
  - Management Communication Nquestion Papers 1 eBook Subscription Services
  - Management Communication Nquestion Papers 1 Budget-Friendly Options
- 6. Navigating Management Communication Nquestion Papers 1 eBook Formats
  - ePub, PDF, MOBI, and More
  - Management Communication Nquestion Papers 1 Compatibility with Devices
  - Management Communication Nquestion Papers 1 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Management Communication Nquestion Papers 1
  - Highlighting and Note-Taking Management Communication Nquestion Papers 1
  - Interactive Elements Management Communication Nquestion Papers 1
- 8. Staying Engaged with Management Communication Nquestion Papers 1
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Management Communication Nquestion Papers 1
- 9. Balancing eBooks and Physical Books Management Communication Nquestion Papers 1
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Management Communication Nquestion Papers 1
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Management Communication Nquestion Papers 1
  - Setting Reading Goals Management Communication Nquestion Papers 1
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Management Communication Nquestion Papers 1
  - Fact-Checking eBook Content of Management Communication Nquestion Papers 1

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

### **Management Communication Nquestion Papers 1 Introduction**

In today's digital age, the availability of Management Communication Nquestion Papers 1 books and manuals for download has revolutionized the way we access information. Gone are the days of physically flipping through pages and carrying heavy textbooks or manuals. With just a few clicks, we can now access a wealth of knowledge from the comfort of our own homes or on the go. This article will explore the advantages of Management Communication Nquestion Papers 1 books and manuals for download, along with some popular platforms that offer these resources. One of the significant advantages of Management Communication Nquestion Papers 1 books and manuals for download is the cost-saving aspect. Traditional books and manuals can be costly, especially if you need to purchase several of them for educational or professional purposes. By accessing Management Communication Nquestion Papers 1 versions, you eliminate the need to spend money on physical copies. This not only saves you money but also reduces the environmental impact associated with book production and transportation. Furthermore, Management Communication Nquestion Papers 1 books and manuals for download are incredibly convenient. With just a computer or smartphone and an internet connection, you can access a vast library of resources on any subject imaginable. Whether you're a student looking for textbooks, a professional seeking industry-specific manuals, or someone interested in self-improvement, these digital resources provide an efficient and accessible means of acquiring knowledge. Moreover, PDF books and manuals offer a range of benefits compared to other digital formats. PDF files are designed to retain their formatting regardless of the device used to open them. This ensures that the content appears exactly as intended by the author, with no loss of formatting or missing graphics. Additionally, PDF files can be easily annotated, bookmarked, and searched for specific terms, making them highly practical for studying or referencing. When it comes to accessing Management Communication Nquestion Papers 1 books and manuals, several platforms offer an extensive collection of resources. One such platform is Project Gutenberg, a nonprofit organization that provides over 60,000 free eBooks. These books are primarily in the public domain, meaning they can be freely distributed and downloaded. Project Gutenberg offers a wide range of classic literature, making it an excellent resource for literature enthusiasts. Another

popular platform for Management Communication Nquestion Papers 1 books and manuals is Open Library. Open Library is an initiative of the Internet Archive, a non-profit organization dedicated to digitizing cultural artifacts and making them accessible to the public. Open Library hosts millions of books, including both public domain works and contemporary titles. It also allows users to borrow digital copies of certain books for a limited period, similar to a library lending system. Additionally, many universities and educational institutions have their own digital libraries that provide free access to PDF books and manuals. These libraries often offer academic texts, research papers, and technical manuals, making them invaluable resources for students and researchers. Some notable examples include MIT OpenCourseWare, which offers free access to course materials from the Massachusetts Institute of Technology, and the Digital Public Library of America, which provides a vast collection of digitized books and historical documents. In conclusion, Management Communication Nquestion Papers 1 books and manuals for download have transformed the way we access information. They provide a cost-effective and convenient means of acquiring knowledge, offering the ability to access a vast library of resources at our fingertips. With platforms like Project Gutenberg, Open Library, and various digital libraries offered by educational institutions, we have access to an ever-expanding collection of books and manuals. Whether for educational, professional, or personal purposes, these digital resources serve as valuable tools for continuous learning and self-improvement. So why not take advantage of the vast world of Management Communication Nquestion Papers 1 books and manuals for download and embark on your journey of knowledge?

### **FAQs About Management Communication Nquestion Papers 1 Books**

How do I know which eBook platform is the best for me? Finding the best eBook platform depends on your reading preferences and device compatibility. Research different platforms, read user reviews, and explore their features before making a choice. Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility. Can I read eBooks without an eReader? Absolutely! Most eBook platforms offer web-based readers or mobile apps that allow you to read eBooks on your computer, tablet, or smartphone. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks. What the advantage of interactive eBooks? Interactive eBooks incorporate multimedia elements, quizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience. Management Communication Nquestion Papers 1 is one of the best book in our library for free trial. We provide copy of Management Communication Nquestion Papers 1 in digital format, so the resources that you find are reliable. There are also many Ebooks of related with

Management Communication Nquestion Papers 1. Where to download Management Communication Nquestion Papers 1 online for free? Are you looking for Management Communication Nquestion Papers 1 PDF? This is definitely going to save you time and cash in something you should think about.

### **Find Management Communication Nquestion Papers 1 :**

~~hp elitebook 8530w service manual~~

**hp pavilion dv1000 manual**

**hp e90 desktops owners manual**

hp mini 210 2170 laptops owners manual

hp officejet pro l7500 setup guide

**hp laserjet pro p1102w printer user manual**

**hp laptop manual pavilion dv6**

**hp officejet 6000 e609a manual**

**hp officejet 6310 fax instructions**

*hp m251nw service manual*

hp p2030 printer user guide

hp laserjet 5200tn printer repair

**hp laserjet 3200 all in one printer service repair manual**

~~hp officejet pro 8600 plus service manual~~

hp dv9823 laptops owners manual

### **Management Communication Nquestion Papers 1 :**

**com 1330 effective speaking new york city college of book** - Jan 30 2022

web this online pronouncement com 1330 effective speaking new york city college of pdf book can be one of the options to accompany you bearing in mind having extra time it

**exam com 1330 review for exam take home** - Dec 09 2022

web upon successful completion of this course students will be able to demonstrate the skills necessary to compose create and present informative and persuasive messages

**hamas s bloody arithmetic the new york times** - Nov 27 2021



web jun 19 2021 new york city college of technology instructor s name humanities department contact email course title public speaking office l630 718 260 5018

*city tech openlab* - Apr 13 2023

web course code spe 1330 semester year fall 2011 course description spe 1330 effective speaking is designed to achieve two broad aims first we seek to advance

com 1330 effective speaking new york city college of pdf book - Feb 28 2022

web to humorous books lots of novels tale jokes and more fictions collections are after that launched from best seller to one of the most current released you may not be perplexed

*com 1330 effective speaking new york city college of pdf book* - Jun 03 2022

web com 1330 effective speaking new york city college of pdf book 3 3 technology and for what purpose the new fire has three sparks data algorithms and computing power

read free com 1330 effective speaking new york city college - Oct 07 2022

web 4 com 1330 effective speaking new york city college of pdf book 2022 03 01 evolving advertising sector and its reflection on social media how to conquer the fear of public

com 1330 public speaking city university of new york - Aug 17 2023

web course description this course explores the fundamental principles of speaking in public situations and the preparation and delivery of informative and persuasive presentations

**getting started com 1330 city university of new york** - Jun 15 2023

web may 20 2022 subject guides school of technology design com 1330 getting started so you need to write a speech these 7 steps will help you get started

**com 1330 effective speaking new york city college of pdf book** - May 02 2022

web the book contains chapters on languages of ethnolinguistic groups who arrived early in new york and which have been somewhat silenced irish german yiddish the

**syllabus com 1330 public speaking city university** - May 14 2023

web textbook stand up speak out the practice and ethics of public speaking pdf also available on blackboard this is a free online textbook open educational resource

com 1330 effective speaking new york city college of pdf book - Sep 06 2022

web pre specified the author brings the field up to date with more emphasis on new and recent results and connections with graph edge coloring and mathematical programming the

com 1330 effective speaking new york city college of pdf book - Aug 05 2022

web com 1330 effective speaking new york city college of pdf book pdf is nearby in our digital library an online access to it is set as public so you can download it instantly our

**com 1330 city tech public speaking studocu** - Sep 18 2023

web ratings studying com 1330 public speaking at new york city college of technology on studocu you will find 15 assignments 11 essays 10 practice materials and much

**the art of public speaking city tech** - Oct 27 2021

*com 1330 effective speaking new york city college of pdf book* - Dec 29 2021

web nov 14 2023 produced by mary wilson asthaa chaturvedi and rob szypko edited by paige cowett with devon taylor original music by dan powell rowan niemisto and

**books com 1330 subject guides at new york city college** - Oct 19 2023

web jun 22 2023 com 1330 research tips and recommended sources for com 1330 students working on informational and persuasive speeches find books more

*com 1330 public speaking at new york city college of* - Feb 11 2023

web com 1330 at new york city college of technology cuny city tech in brooklyn new york fundamental principles of speaking in public situations and the preparation and

**com1330 pdf new york city college of technology** - Nov 08 2022

web book consists of basic principles of effective speaking technique of effective speaking and the 3 aspects of every speech and effective methods of delivering a talk the book

**com 1330 public speaking dr lee city university of new york** - Mar 12 2023

web aug 23 2015 welcome to dr lee s com 1330 open lab course here you will find many different items related to communication and public speaking including important

spe 1330 effective speaking new york city - Jan 10 2023

web course overview spe 1330 effective speaking is designed to achieve two broad aims first we seek to advance your knowledge of the public speaking process we will

*com 1330 effective speaking new york city college of pdf book* - Apr 01 2022

web com 1330 effective speaking new york city college of pdf book pdf upload suny f paterson 2 4 downloaded from black ortax org on september 5 2023 by suny f

com 1330 effective speaking new york city college of pdf book - Jul 04 2022

web 4 com 1330 effective speaking new york city college of pdf book 2022 04 30 tested approach that has made it the most

widely used college textbook on its subject in the

**com1330 fall ol 02 sfg communication new york city** - Jul 16 2023

web new york city college of technology instructor ron staniec humanities department contact email rstaniec citytech cuny  
course title public speaking office location l

**louis frisino bio artworks exhibitions and more artland** - Aug 08 2022

web browse the latest artworks exhibitions shows by louis frisino on artland you can find art for sale browse 3d gallery  
exhibitions and much more

***louis frisino biography 2023*** - Apr 04 2022

web louis frisino biography deaf american poetry mar 26 2021 this anthology showcases for the first time the best works of  
deaf poets throughout the nation s history 95 poems by 35 masters from the early 19th century to modern times douglas  
tilden portrait of a deaf sculptor sep 19 2020

**louis frisino artprice** - Jun 06 2022

web louis frisino louis frisino is an artist born in 1934 artprice lists 5 of the artist s works for sale at public auction mainly in  
the drawing watercolor category

**louis frisino artist signatures askart** - Jan 01 2022

web louis frisino born in baltimore md was a waterfowl artist who created outdoor scenes and wildlife frisino worked  
primarily as a printmaker and occasionally with watercolors acrylics and oils

**louis frisino paintings artwork for sale louis frisino art value** - Feb 14 2023

web biography louis frisino has been interested in art since childhood his love for dogs and wildlife was an incentive to  
develop his talent deaf since birth he attended the maryland school for the deaf in frederick graduating in 1953 he later  
graduated with honors from maryland institute college of art receiving at that time the peabody award

**louis frisino deaf sign language vrs service provider** - Apr 16 2023

web louis frisino is deaf commercial creative artist deaf since birth in 1934 frisino grew up with a love for art he attended the  
maryland school for the deaf in frederick md until his graduation in 1953 after graduation he attended the maryland institute  
college of art

**famed wildlife artist louis frisino dies obituaries stardem com** - Mar 15 2023

web mar 25 2020 glen burnie artist louis frisino 86 passed away from alzheimer s disease on on march 21 in glen burnie he  
had the disease almost 11 years famed wildlife artist louis frisino dies

***louis frisino by jenny bell prezi*** - Jul 07 2022

web dec 2 2012 biography about his life as deaf individual outline 37 frames reader view louis frisino born 1934 in maryland

education st fredrick xavier school for the deaf

**louis frisino award winning wildlife artist and former commercial** - Jul 19 2023

web mar 31 2020 the severn resident was 86 born louis francis xavier in baltimore and raised on fairmount avenue in highlandtown he was the son of louis frisino sr steelworker and his wife margaret

[louis frisino american 1934 2020 artfixdaily](#) - Jun 18 2023

web dec 30 2021 born in baltimore maryland louis frisino graduated from the maryland school for the deaf in frederick maryland and in 1953 graduated with honors from the maryland institute college of art mica where he received the george peabody award frisino applied for work in the commercial art departme

**painting page 5 deaf art** - May 05 2022

web biography louis frisino was born in baltimore md on january 26 1934 and passed away on march 21 2020 at the age of 86 after 9 years of living with alzheimer s disease frisino has been interested in art since childhood his love for dogs and wildlife was an incentive to develop his talent

[louis frisino biography help environment harvard edu](#) - Mar 03 2022

web merely said the louis frisino biography is universally compatible with any devices to read a journey into the deaf world harlan l lane 1996 experience life as it is in the u s for those who cannot hear a mission in art vivian alpert thompson 1988 an illustrated account of works by american artists who survived the

[louis frisino biography mutualart](#) - Nov 11 2022

web learn more about louis frisino read the artist bio and gain a deeper understanding with mutualart s artist profile

**louis frisino biography reserve lasd org** - Feb 02 2022

web aug 19 2023 a louis frisino artist biography for louis frisino reserve lasd org 4 11 may 7th 2018 participate in developing a biography for louis frisino please note artists not classified as american in our database may have limited biographical data compared to the extensive information about american artists frisino in maryland md 100 records

*[louis frisino artwork for sale at online auction louis frisino](#)* - Jan 13 2023

web biography louis frisino has been interested in art since childhood his love for dogs and wildlife was an incentive to develop his talent deaf since birth he attended the maryland school for the deaf in frederick graduating in 1953 he later graduated with honors from maryland institute college of art receiving at that time the peabody award

*[famous historic deaf and hard of hearing people verywell health](#)* - Oct 10 2022

web apr 10 2020 louis frisino deaf painter of realistic looking animal portraits granville redmond one of the most successful california impressionists of the 20th century redmond is best known for his landscapes of northern and southern california

[frisino louis francis xavier gallaudet university library guide](#) - Sep 09 2022

web gallaudet university library guide to deaf biographies and index to deaf periodicals

**louis frisino biography askart** - May 17 2023

web louis frisino born in baltimore md was a waterfowl artist who created outdoor scenes and wildlife frisino worked primarily as a printmaker and occasionally with watercolors acrylics and oils deaf since birth frisino graduated from the maryland school for the deaf in frederick md

[louis frisino deaf art](#) - Aug 20 2023

web mar 21 2020 biography louis frisino was born in baltimore md on january 26 1934 and passed away on march 21 2020 at the age of 86 after 9 years of living with alzheimer s disease frisino has been interested in art since childhood his love for dogs and wildlife was an incentive to develop his talent

**louis frisino museums askart** - Dec 12 2022

web louis frisino born in baltimore md was a waterfowl artist who created outdoor scenes and wildlife frisino worked primarily as a printmaker and occasionally with watercolors acrylics and oils deaf since birth frisino graduated from the maryland school for the deaf in frederick md

*integrated marketing* - Sep 05 2022

web kolkata 700 010 phone 033 32449649 mobile 7439040301 dtp by pravin kharche printed at rose fine arts mumbai on behalf of hph

[mba iv integrated mrketing communication 12mbamm417 notes](#) - Feb 10 2023

web integrated marketing communication 12mbamm417 dept of mba sjbit 1 syllabus module 1 role of imc in marketing process imc planning model marketing and promotion process model communication process steps involved in developing imc programme effectiveness of marketing communications advertising purpose role

**integrated marketing communication academia edu** - Jun 14 2023

web this article reviews the literature on imc and then examines its development empirically in turkey in this paper we explore perceptions of imc derived from a sample of advertising agency executives and explore how perceptions of

[mba imc integrated marketing communication](#) - Jul 03 2022

web admissions process 4 after the result is declared candidates will have to fill the programme preferences details online 5 seat allotment candidates will be offered the choice of the programme based on their preference result and availability of seats 1 february 2021 last date to apply 7th february 2021

**rmbmk05 integrated marketing communication theintactone** - Jan 09 2023

web feb 26 2019 unit 1 book link 1 marketing communication objectives of marketing communication view 2 functional areas of marketing communication view 3 integrated marketing communication imc concepts and process view 4 factors

contributing to integrated marketing communication imc view 5 role of integrated marketing

*integrated marketing communication imc what process mix* - Dec 08 2022

web nov 16 2020 in simple term integrated marketing communication can be defined as the integration of all the forms of communication and messages so that the marketing organization can create an impactful promotional impact on their target and prospective customer groups

**18mbamm402 integrated marketing communication syllabus for mba** - Nov 07 2022

web jan 24 2023 role of imc in marketing process imc planning model marketing and promotion process model

communication process steps involved in developing imc programme effectiveness of marketing communications purpose role functions types advertising vs marketing mix advertising appeal in various stages of plc

*imc notes for mba brandhub futurebrand com* - Feb 27 2022

web module 1 role of imc in marketing process mba marketing notes integrated marketing communications complete notes on imc integrated marketing communication imc mba notes 2018 2019 student forum mini mba integrated marketing communications imc team building and leadership notes for mba comm imc integrated

lecture notes imc unit i pdf marketing communications - Jul 15 2023

web 11 lecture notes imc unit i free download as word doc doc docx pdf file pdf text file txt or read online for free mba imc notes

**imc notes for marketing lecture notes on integrated** - Aug 16 2023

web imc notes for marketing lecture notes on integrated marketing communication ii mba i semester r 16 studocu lecture

notes on integrated marketing communication ii mba semester 16 syllabus prepared sunitha assistant professor department of mba master of business skip to document ask ai

*integrated marketing communication imc notes learning* - Mar 11 2023

web sep 1 2022 imc focuses on sales brand image and customer satisfaction dimensions equitably all other functions

integrates to maintain all these dimensions integrated approach remarks on a strong favorable positive and unique brand association of products services in the memory of customers

integrated marketing communications imc mba skool - May 13 2023

web integrated marketing communications imc is the process of integrating coordinating and combining the various

marketing and promotional elements to deliver the same and consistent marketing message across customers and channels

imc makes sure that irrespective of the delivery channel the message and positioning does not change

**marketing notes integrated marketing communications mba** - Apr 12 2023

web about this content basic notes from core mba marketing course focusing on marketing communications subject

marketing table of contents integrated marketing communications the imc planning process the imc planning process  
changing role of advertising seeking benefits in sales promotion

*integrated marketing communication imc mba notes case* - Oct 06 2022

web what is integrated marketing communication imc integrated marketing communication refers to integrating all the  
methods of brand promotion to promote a particular product or service among target customers

*imc notes for mba help environment harvard edu* - May 01 2022

web imc notes for mba if you ally need such a referred imc notes for mba books that will pay for you worth get the utterly  
best seller from us currently from several preferred authors if you desire to droll books lots of novels tale jokes and more  
fictions collections are along with launched from best seller to one of the most current released

*imc notes for mba help discoveram* - Dec 28 2021

web jun 8 2023 we pay for imc notes for mba and abundant books selections from fictions to scientific investigationh in any  
way you might not call for more time frame to invest to go to the ebook launch as proficiently as search for them

**integrated marketing communication mba notesworld** - Aug 04 2022

web feb 9 2009 integrated marketing communication posted by mbanotesworld february 9 2009 imc can be defined as a  
concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the  
strategic roles of a variety of communication disciplines

imc notes for mba 2023 cyberlab sutd edu sg - Mar 31 2022

web mba notes jul 14 2023 mba notes is a combination of lecture notes strategic frameworks and useful business and  
management concepts drawn from online sources it is primarily intended for current managers who don t have the time or  
inclination to enroll in an mba program mba alumni that want to refresh the concepts learned during their study

imc notes for mba uniport edu ng - Jan 29 2022

web aug 6 2023 mba notes jeff blum 2021 10 03 mba notes is a combination of lecture notes strategic frameworks and  
useful business and management concepts drawn from online sources it is primarily intended for current managers who don t  
have the time or inclination to enroll in an mba program

pdf notes integrated marketing communication 2023 - Jun 02 2022

web there is a strong need to explore the concept and phenomena of imc directly in the real world of communication  
communication is the basis of all marketing activities the purpose of integrated marketing communications strategy is to  
work toward the common goal of customer focused marketing