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12 CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL OVERVIEW 2.1

INTRODUCTION This chapter reviews the disciplines that form the foundation of this study, namely

**CHAPTER 2: MARKETING PUBLIC RELATIONS (MPR): A THEORETICAL**

In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right ...

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