

Chapter 5

The communication process

Chapter outline

- To understand the basic elements of the communication process and the role of communications in IMC.
- To examine various models of the communication process.
- To understand the important role of word-of-mouth influence and viral marketing.
- To analyze the response processes of receivers of marketing communications, including alternative response hierarchies and their implications for promotional planning and strategy.
- To understand how the consumer decision process is influenced by social media.
- To examine the nature of consumers' cognitive processing of marketing communications.

The nature of communications

Chapter 5 The Communication Process

R Bogdan



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