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An overview of advertising, public relations and promotional issues and the interrelationships with the marketing mix.

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An overview of direct marketing, personal selling and merchandising and the interrelationships with the marketing mix.

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15.      **International marketing**

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**RATIONALE**

It is conventionally assumed that marketing is based on logical procedures for planning strategy and tactics, budgeting for marketing expenditure on components of the marketing mix and targeting customers by collecting and analyzing marketing information. Nigel Piercy, one of the UK's foremost marketing academics sees these relationships in terms of: (a) a focus on customer satisfaction;