

Cim Diploma - Paper 9: Integrated Marketing Communications: Study Text (2001): Exam Dates - 12-01, 06-02 (CIM Study Text: Diploma)



This study text is applicable for the December 2001 and June 2002 examinations. Features include: CIM syllabus; guidance notes extracts; scene-setting chapter introductions; key concepts; action programmes; chapter round-ups; and marketing at work real-life examples. BPP liaise closely with the senior examiners to ensure that the study texts contain complete syllabus coverage. This edition has been updated in the light of an in-depth review by the CIM.

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