**NAME(S):………………………………………………………………………………………**

**INTEGRATED MARKETING COMMUNICATION PLANNING**

**ACTIVITY/TASK**

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| **1. Choose company (indicated by a lecturer):** |
| **2. Target groups determination (the knowledge of STP is needed, online students – B2B market, offline students – B2C market):** |
| **3. Elements of MCM selection:** |
| **4. Marketing communication campaign realization (insourcing x outsourcing):** |
| **5. Possible international markets choosing:**  |