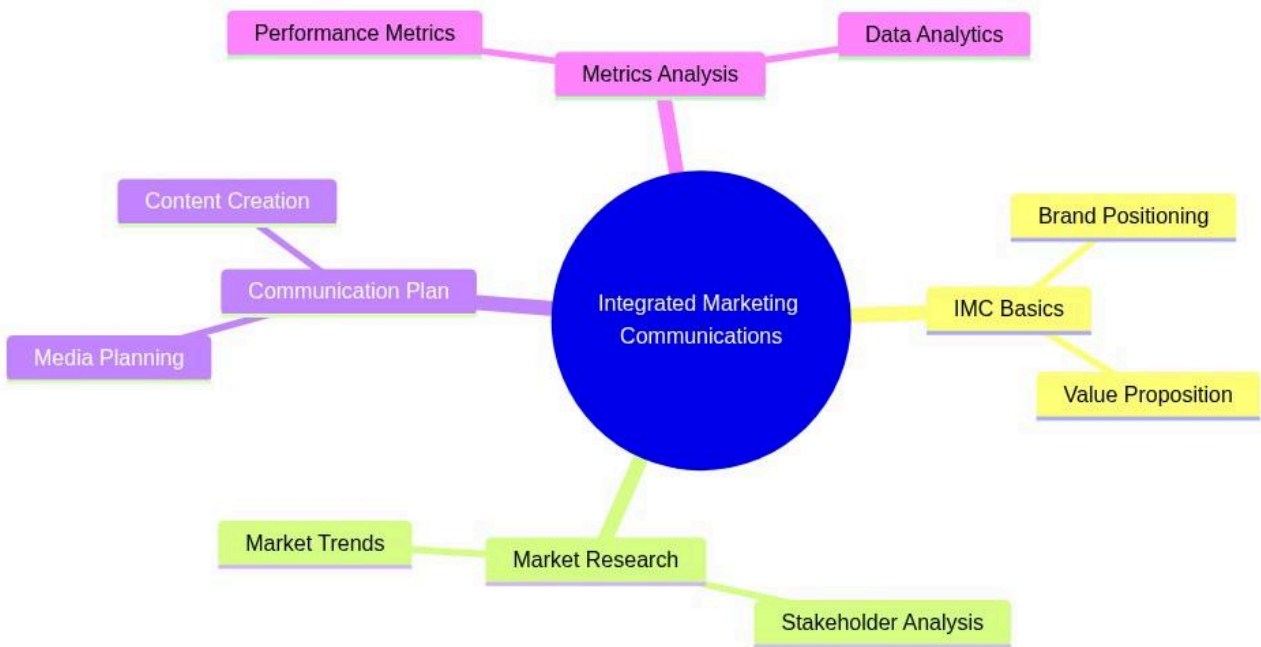


Professional Certificate in Aerospace and Defence Branding and Marketing

Integrated Marketing Communications



mindmap

root((Integrated Marketing Communications))

IMC Basics

Brand Positioning

Value Proposition

Market Research

Stakeholder Analysis

Market Trends

Communication Plan

Media Planning

Content Creation

Metrics Analysis

Performance Metrics

Data Analytics