

# ESSENTIALS OF MARKETING COMMUNICATIONS

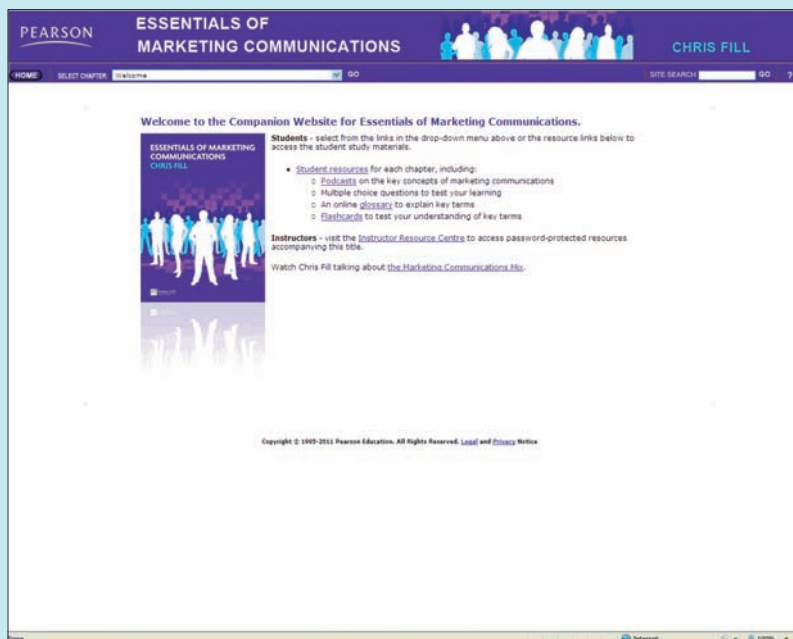
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# ESSENTIALS OF MARKETING COMMUNICATIONS

Visit the *Essentials of Marketing Communications* Companion Website at [www.pearsoned.co.uk/fill](http://www.pearsoned.co.uk/fill) to find valuable **student** learning material including:

- Podcasts on the key concepts of marketing communications
- Multiple-choice questions to test your learning
- An online glossary to explain key terms
- Flashcards to test your understanding of key terms



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