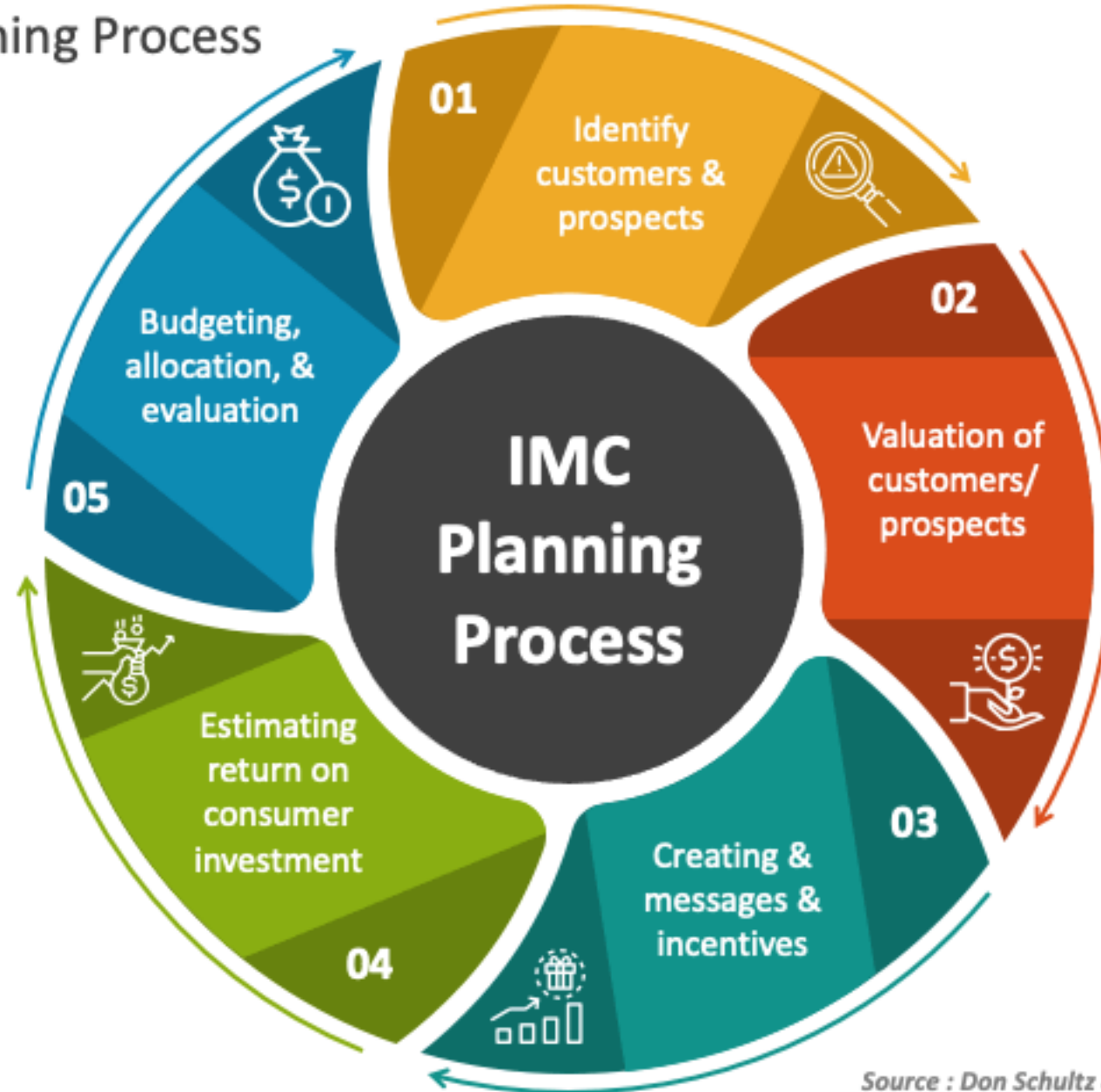


IMC PLANNING PROCESS

5 Steps of IMC Planning Process



Source : Don Schultz & Heidi Schultz, IMC- The Next Generation, 2004.