

Promotion In The Merchandising Environment

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Promotion In The Merchandising Environment

With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user. Promotion strategies that were once limited to traditional media-print ads, radio or TV commercials- must now integrate digital media and more innovative means of communication through social media to stay relevant.

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Bloomsbury Fashion Central

Merchandising Promotions Test #1. planogram. stalwall. retrofitting. priority walls. drawing s that show how merchandise and selling fixtures shoul.... a wall system of horizontal backer panels with evenly spaced s.... to add architectural features, fixtures, or other elements aft.... the most important walls in your store.

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All of the following are major reasons why marketers may use sales promotion activities and materials, except: To invigorate the sales of a product in the growth stage. When a company pays for all or part of a special occasion such as a concert, sports competition, festival, or play the company is using which type of public-relations tool?

Ch. 13 Flashcards | Quizlet

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