

Module 7: Marketing & Communications

Brand Attribute Assessment

Branding Attributes

Field	Value
Attributes	12q
Reference Retailer 1	12
Reference Retailer 2	N/A
Own Brand	1
Brand Positioning Statement	N/A

Marketing and Communication

Field	Value
Marketing Budget	Rs. 12
Rational	Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through characters Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through characters q q q q

Integrated Marketing

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
12	Rs. 1	1	1	1	qw
12	Rs. 1	1	1	1	qw
1	Rs. 11	1	1	1	qewrt

Marketing Competitor

Field	Value
Name of Reference Retailer	N/A
Marketing Communication	N/A
Plan Activities	N/A

Brand Journey

Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
test1, asdfghj, sxdfcvhjk	qwq, dfghjkl, edfghjk	12.0	12	<p>Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through charactersBooks are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through characters q q q q</p>

Summary

Field	Value
Marketing Submissions	<p>Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through charactersBooks are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through characters q q q q</p>

Marketing Summarise	Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through charactersBooks are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, helping us understand the world better. Reading books improves vocabulary, concentration, and critical thinking skills. Fiction books allow readers to escape into creative worlds and experience emotions through characters q q q q q
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Last Updated: 2025-12-24 13:06:04