

Module 7: Marketing & Communications

Brand Attribute Assessment

Field	Value
Define Research Methodology	1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives,q q q qq q
Name Top 10 Attributes	12q, 23q, 12qw
Remarks	asd1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives,q q q qq q

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, sxdfcgvhjk	qwq, dfgghjkl, edfghjk	12.0	12	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

Summary

Field	Value
Marketing Submissions	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

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
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