

The Apricot Hotel in Kuwait, Marketing Communication Plan

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Abstracts

The marketing communication plan for the Apricot Hotel in the Kuwait consists mainly on the three stages that are pre launch activities, launching activities and post Launching Activities. These three types of the activities will be included in the market communication plan for the hotel in Kuwait. Cont... (2000 words)

Contents

MarketingCommunicationPlan

Pre Launching:

Launching Stage:

Post Launching Stage:

Communication Monitoring

1. Media Type:

2. Monitoring Process:

3. Commencement of Monitoring:

4. Time Period designed for Monitoring:

5. Accountability of Monitoring:

6. Monitoring Reports:

References:

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