

Marketing Communication Plan - The Apricot Hotel in Kuwait

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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, Post Launching Activities. These three types of the activities will be included in the market communication plan for the hotel in Kuwait. (continued...)wordcount of report: 2000 words



Contents

Pre Launching:

Launching Stage:

Post Launching Stage:

Communication Monitoring

Media Type:

Monitoring Process:

Commencement of Monitoring:

Time Period designed for Monitoring:

Accountability of Monitoring:

Monitoring Reports:

References



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