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**Week 6: Marketing**

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## **Communication Plan**

Chris Fill's book

continues to be the

definitive text for

undergraduate and

postgraduate students

in marketing,

business studies and

other marketing-

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It is also recognised

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One such marketing communication model was designed by Chris Fill called DRIP.

DRIP is a way of

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modeling advertising  
messages and is

used when setting

broad communication

goals. The elements

of the DRIP model are

Differentiate,

Reinforce, Inform and

Persuade.

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**Chris Fill - Häftad ...**

As Chris Fill puts it,

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“Unless there is some form of evaluation, there will be no dialogue and no true marketing communications.”

(2013). A special attention should be made to the communication goals and objectives set at early on in the process. A factor that is shown in the

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The marketing  
communications  
planning framework  
(MCPF) is a model for  
the creation of an ICM  
plan. Created by

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Chris Fill, senior  
examiner for the

Chartered Institute of

Marketing, the MCPF

is intended to solve

the inadequacies of  
other frameworks.

Integrated Marketing

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planning approaches

Inside–out approach

**The DRIP Model |**

**The Novice**

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touchpoints, sharing

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marketing practice.

Providing a critical

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Chris Fill website,  
author of Marketing

Communications and

other books. Chris

Fill. Welcome to Chris

Fill's website! It is

intended to be a

useful resource for

lecturers and students

of marketing

communications, and

should be of interest

to practitioners and

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the field.

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Communications is recognised as the authoritative text for professional courses such as those run by The Chartered Institute of Marketing,

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Advertising. About the

authors: Chris Fill BA,

MSc. is a Director of

Fillassociates. He was

a Principal Lecturer at

the University

**DRIP -The Marketing**

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**Article ...**

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The DRIP model supports the marketing communication plan. It was introduced by Chris Fill in his book “Marketing Communications”. A lot of the articles in this blog are based on that classic read and it is a must for all novice marketers.

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**Chris Fill :**

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Paper ... this book provides a unique blend of the theory and practice of brand communications.

Chris Fill's book continues to be the definitive text for undergraduate and

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**Books by Chris Fill  
(Author of Marketing  
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In addition to an  
extensive theoretical  
foundation, the sixth  
edition of Marketing  
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provides readers with  
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Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth. He is also the Senior Examiner for the Marketing

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module offered by the

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