

Marketing mix analisis and effecitive intergrated marketing communication for cita - cinta

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Abstrak

Cita Cinta has existed as young women magazine for approximately 9 years, due to its concept differentiation compared to other traditional women magazine. The purpose of the study is to check whether the ideal marketing mix of Cita Cinta's publisher meets the readers' expectation and to pursue integrated marketing communication alternative for Cita Cinta. Conclusion of the study and recommendations on the integrated marketing communication strategies are provided to enlarge its market and readership base and to develop strategy to maintain Cita Cinta's existence in the long run.