

Judul:

Evaluasi Gap Analysis dalam Integrated Marketing Communication (IMC) untuk Meningkatkan Brand Awareness pada Museum : Kajian pada Museum MACAN (Modern and Contemporary Art in Nusantara) = Gap Analysis in Evaluating Integrated Marketing Communication (IMC) Strategies to Increase Brand Awareness at the Museum : A Study at The MACAN (Modern and Contemporary Art in The Archipelago) Museum.

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Subjek:

Communication in marketing; Brand awareness; Museum MACAN

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Penerbitan:

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