

# Analisis pelaksanaan integrated marketing communication program pada unit bisnis pet care purina pro plan PT XYZ Indonesia = Analysis of implementation of integrated marketing communication program at pet care purina pro plan business unit PT XYZ Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20434299&lokasi=lokal>

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## Abstrak

Program magang ini bertujuan untuk mempelajari bagaimana berlangsungnya proses pemasaran dari Unit Bisnis Pet Care Purina Pro Plan PT XYZ Indonesia, mulai dari perencanaan pemasaran hingga pengevaluasian pemasarannya, dimana konsep ini dinamakan dengan istilah Integrated Marketing Communication (IMC). Laporan magang ini secara berurutan membahas tentang peninjauan perencanaan pemasaran, analisis situasi program promosi, analisis proses komunikasi, penentuan anggaran, pengembangan, pengintegrasian dan pengimplementasian program IMC, serta pengawasan, pengevaluasian dan pengendalian program IMC. Sehingga, pembaca dapat memperoleh gambaran besar mengenai bagaimana proses yang terjadi pada Unit Bisnis Pet Care Purina Pro Plan PT XYZ Indonesia dalam melakukan dan mengelola aktivitas pemasaran yang terintegrasi.

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The purpose of this internship program is to learn about how marketing process implemented by Pet Care Purina Pro Plan Business Unit, PT XYZ Indonesia, start from marketing planning to marketing program evaluation, which is this concept is called by Integrated Marketing Communication (IMC). This report discusses about review of marketing plan, analysis of promotional program situation, analysis of communication process, budget determination, develop, integrate and implement IMC program, and monitor, evaluate & control IMC program. Thus, readers can acquire the big picture of the process that happened in Purina Pro Plan Business Unit, PT XYZ Indonesia about how to do and manage the integrated marketing communication.