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He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in addition to being a Fellow of the CIM.Marketing Communications - Edinburgh Business SchoolAbout Chris Fill, author, Marketing Communications. I was born in Thornbury, South Gloucestershire and after a reasonably misspent youth completed my first degree in Business Studies at Portsmouth Polytechnic.About Chris - Chris FillThe marketing communications planning framework (MCPF) is a model for the creation of an ICM plan. Created by Chris Fill, [105] senior examiner for the Chartered Institute of Marketing , the MCPF is intended to solve the inadequacies of other frameworks.Marketing communications - Wikipediaoperates with marketing communication process. The result of the study is the marketing communication plan for the case company. 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