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*Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth. He is the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma programme and he is also responsible for the module Managing Corporate Reputation on the newly revised Postgraduate Diploma programme.*

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Fill, considers marketing communication as a management process through which an organization interact with its audience in a one-way, two-way or dialogic way. (Fill, 2006) Kotler, Armstrong and Fill use the classical communication mix framework (See figure 1) for their analysis of used marketing communication mixes.

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