



An Exploration of Integrated Marketing Communication
Strategies: A Case of Suzhou's Unique City Brand

Mr. Liu Xixuan

Independent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration
Graduate School
Dhonburi Rajabhat University
2024

An Exploration of Integrated Marketing Communication
Strategies: A Case of Suzhou's Unique City Brand

Mr. Liu Xixuan

Independent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration
Graduate School
Dhonburi Rajabhat University
2024