

# # 4085238228 : MAJOR MASS COMMUNICATION

KEY WORD: MARKETING COMMUNICATION / MOBILE PHONE NETWORK OPERATOR / CELLULAR 900 / DIGITAL GSM /

INTEGRATED MARKETING COMMUNICATIONS

TATRI TAIPHAPOON : THE MARKETING COMMUNICATION STRATEGY OF CELLULAR 900 AND DIGITAL GSM

MOBILE PHONE NETWORK OPERATOR (1994-1997). THESIS ADVISOR : ASSOC. PROF. SIRICHAIR

SIRIKAYA, Ph.D. 200 pp. ISBN 974-331-740-6.

The objective of this research is to study the project to develop mobile phone service market and the way Cellular 900 and Digital GSM use communication as a tool in their marketing strategy.

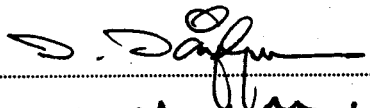
Key findings of this research indicate that mobile phone business arose from the shortage of standard (landline) phone and the problem of government agencies management. Therefore, a concession was given to private companies. The main structure of the market consists of network operators, distributors and consumers. Moreover, two important parties are involved in this structure i.e. government agencies and political parties.

Market structure will define marketing strategy, which will differentiate products and service to be superior to its competitors. The most important tool for this task is communication, especially the Integrated Marketing Communications (IMC). The example would be the case studies of successful IMC are "Digital GSM 2 Watts" and "Subscriber Identification Security (SIS) Fraud Protection".

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