

# Journal of PR research Middle East



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## Recent Trends in Integrated Marketing Communications Research and Studies (\*)

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### Abstract

This study aims to identify the recent trends in integrated marketing communications research and studies. This study is considered a type of descriptive and explanatory research; it depends on the method of Meta-Analysis. Thus, the study analyzed a sample of published and unpublished scientific research related to integrated marketing communications, from 2012 to 2022, and amounted to (142) studies.

It concluded that recent research trends in the field of integrated marketing communications are as follows:

- The first research trend: Integrated electronic marketing communications.
- The second research trend: The impact of using integrated marketing communications in the organizations.
- The third research trend: The concept of integrated marketing communications and methods of its practice.
- The fourth research trend: Using of the elements of the marketing communications mix, integration and coordination between them.
- The Fifth Research trend: Marketing Public Relations.
- The Sixth Research trend: Green Marketing Communications (Green Marketing).
- The seventh research trend: Integrated Marketing Communications for Social Marketing.

**Keywords:** Integrated Marketing Communications - Public Relations - Electronic Marketing - Green Marketing - Social Marketing.

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(\*)The Paper was received on November 20, 2025, and accepted for publication on December 25, 2025.