

Free reading Integrated marketing communications plan template [PDF]

Developing a Creative and Innovative Integrated Marketing Communications Plan Integrated Marketing Communications Marketing Communications Marketing Communications Successful Marketing Communications Marketing Communications The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model Strategic Marketing Communications Integrated Marketing Communications Developing an Integrated Marketing Plan Integrated Marketing Communications Strategic Integrated Marketing Communication Strategic Integrated Marketing Communications Introduction to Marketing Communication Advertising Campaign Strategy Context Analysis of McDonalds Corporation and Marketing Communication Plan Developing Your Integrated Marketing Communication Plan Innovative Marketing Communications Integrated Marketing Communication Marketing Communications Plan for a Natural Mineral Water from July 2015 to June 2016 Marketing Communications Strategy Integrated Marketing Communications Integrated Advertising, Promotion, Marketing Communication and IMC Plan Pro Package Marketing Communications Integrated Marketing Communications The IMC Plan Pro Handbook Creating an Annual Marketing and Communications Plan Integrated Marketing Communications, Brand Storytelling Marketing Communication, Direct Marketing, Public Relation and Advertising Marketing Communication, Concepts, Promotion and Distribution Effective Promotional Planning for e-Business Integrated Communication Plan - for the UK Mobile Phone Market Brand Media Strategy Introduction to Integrated Marketing Communications Marketing Communications Report. Communications Strategy with Budget and Timings Plan Marketing Communications Marketing Communications Management Advertising and Promotion Integrated Advertising, Promotion, and Marketing Communications

Developing a Creative and Innovative Integrated Marketing Communications Plan

1998

written from a managerial point of view this book covers all major areas and increases students ability to learn the material through an in depth flow chart or how to diagram

Integrated Marketing Communications

2016-08-03

a guidebook to the entire process from beginning to end developing an integrated marketing plan introduces the fundamentals of integrated marketing communications it shows students how to put together a creative and effective integrated marketing communications plan that can be used by both marketers and their clients students learn how an integrated marketing plan functions in the overall marketing communication environment they learn how to conduct primary and secondary research and conduct a swot analysis the book also discusses the role of the target market profile and how to define objectives and develop strategies other topics include establishing a budget and dealing with media objectives strategy and tactics the final chapters of the text cover evaluations of the plan and the importance of creating an integrated marketing communications campaign plan book based on the author s extensive experience as a professional marketer developing an integrated marketing plan is well suited to courses in marketing and advertising communication

Marketing Communications

1999

the second edition of marketing communications comes with several new features each of the chapters has been updated there are new chapters in all areas of marketing communication the book has been reorganised into three parts for ease of use

Marketing Communications

2014-08-27

with the proliferation of digital and social media there has never been a more dynamic time to engage with marketing communications and never has the integration of marketing communications marcoms principles into a strategic marketing plan been more challenging even the best product in the world won t sell without the right

reach to your potential customers and the right message to engage them this textbook applies a uniquely practical approach to the topic so that whilst a structured overview of planning development implementation and evaluation of marketing communications is in place the detailed cases made available by the institute for practitioners in advertising ipa show how actual challenges faced by professionals in the field were addressed this book will help you to develop the skills you need to turn theory into the right integrated communication plan in order to succeed in an increasingly competitive environment aided by a veritable wealth of pedagogical features marketing communications will be essential reading for both students and professionals in marketing communications and public relations this textbook also benefits from a companion website which includes a comprehensive instructor s guide with powerpoint slides testbank questions and answer checklists

Successful Marketing Communications

2012-06-14

successful marketing communications is a comprehensive introductory text that takes a very practical approach to the subject of marketing communications the text clearly covers all of the marketing communications content from certificate to advanced level and is ideal for students who need to gain a practical insight into promotional planning and implementation written in plain english and with great web references throughout the text offers truly practical insights into how to successfully find brief and manage marketing communications service providers the book is backed up by a companion website containing the most up to date resources and examples

Marketing Communications

1995

bringing together leading and recent views on marketing communications and deals with both brand and corporate issues this book offers a practical framework within which marketing communications strategy can be developed readers should develop skills which will enable them to build their own plans in the future integrating business strategy with external communications it covers new aspects in marketing for example direct marketing and sponsorship

The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model

2013-06-04

the book mainly addresses the following aspects first it systematically introduces the domestic and foreign research results pointing out the key elements of the basic theory of imc according to a company s present situation and the practice of imc strategy second according to the different characteristics of each organization it provides various imc organization structures such as linear structure model l a virtual network and centralized type that focuses on individual interest external types of

the imc organizational structures model etc and suggestions for further study are also presented

Strategic Marketing Communications

1999

following the cim advanced level syllabus in marketing communications this text covers key areas of the process and includes pro forma documents for topics such as swot analysis creative briefs and media briefs

Integrated Marketing Communications

2010-03-31

providing students with the vital information they need to create implement and evaluate an integrated marketing communications plan marketing communications is changing rapidly with the impact of new technologies new strategies and changing consumer media habits the third edition of this text has updated and revised examples and content that includes the cutting edge topics in the industry readability continues to be a core strength of this textbook with its straightforward and easy to understand style

Developing an Integrated Marketing Plan

2019-04-22

developing an integrated marketing plan introduces students to the fundamentals of integrated marketing communications it shows readers how to create an effective integrated marketing communications plan that can be used by both marketers and their clients students learn how an integrated marketing plan functions in the overall marketing communication environment the book discusses the role of the target market profile and how to define objectives and develop strategies other topics include establishing a budget and dealing with media objectives strategy and tactics the final chapters cover evaluations of the plan and the importance of creating an integrated marketing communications campaign plan book the second edition features new and expanded coverage throughout as well as a new chapter 2 this rewritten chapter prepares students to complete a hands on activity as they read the book the development of their own comprehensive integrated marketing plan beginning with situation analysis and primary research progressing through the development of marketing objectives creative strategy budget and a media plan and concluding with creative execution of the full plan based on the author s extensive experience as a professional marketer developing an integrated marketing plan is well suited to courses in marketing and advertising communication

Integrated Marketing Communications

2019-06-21

developing an integrated marketing plan introduces students to the fundamentals of integrated marketing communications it shows readers how to create an effective integrated marketing communications plan that can be used by both marketers and their clients students learn how an integrated marketing plan functions in the overall marketing communication environment the book discusses the role of the target market profile and how to define objectives and develop strategies other topics include establishing a budget and dealing with media objectives strategy and tactics the final chapters cover evaluations of the plan and the importance of creating an integrated marketing communications campaign plan book the second edition features new and expanded coverage throughout as well as a new chapter 2 this rewritten chapter prepares students to complete a hands on activity as they read the book the development of their own comprehensive integrated marketing plan beginning with situation analysis and primary research progressing through the development of marketing objectives creative strategy budget and a media plan and concluding with creative execution of the full plan based on the author s extensive experience as a professional marketer developing an integrated marketing plan is well suited to courses in marketing and advertising communication

Strategic Integrated Marketing Communication

2008

integrated marketing communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences this comprehensive new textbook deals with all aspects of integrated marketing communication from a strategic perspective

Strategic Integrated Marketing Communications

2018-04-24

the key to effective integrated marketing communication is planning and that is what this book is all about it provides a disciplined systematic look at what is necessary to the planning and implementation of an effective imc programme throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of imc in building brands and strengthening companies the book then looks at what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media everything is then pulled together providing a detailed practical overview of the strategic planning process what goes into it and how it is implemented numerous examples and cases are included along with desktop tools and worksheets for developing and implementing an imc plan thoroughly updated with special attention throughout to the increasing importance of digital media in

marketing communication new to this edition are the introduction of a general model of positioning and the important relationship between positioning and brand awareness and brand attitude strategy a look at the role of the preconscious in message processing a much expanded look at media and media planning concepts an expanded and more detailed section on digital media a section on content marketing

Introduction to Marketing Communication

1998

this book focuses on the wide range of areas included in marketing communication and the tools and techniques needed to create an integrated approach international examples acknowledge that integrated marketing communication exists and is practiced throughout a global community real world profiles of young executives describe a variety of jobs career paths and views on how to get ahead in marketing communication each chapter contains an imc in action imc in focus and an ethics box

Advertising Campaign Strategy

1996

written by a team of exceptionally creative advertising professors this textbook not only illustrates what effective ad campaigns are but it also illustrates how to successfully execute them the text outlines a comprehensive detailed start to finish campaign guide

Context Analysis of McDonalds Corporation and Marketing Communication Plan

2014-03-27

seminar paper from the year 2011 in the subject business economics offline marketing and online marketing grade b the university of liverpool language english abstract marketing is part and parcel of everyday life with every transaction being marketing or a business initiative of some kind as mullins walker 2010 put marketing is a social process that involves those activities that are necessary to enable individuals and organizations to get what they need or want by conducting exchanges with other people so as to establish a continuous exchange relationship it is also possible to say that marketing is in vain if relationships are not created with the consumers to enable the firm get repeat buying from the customers the strong brands not only in the uk but also around the world have worked hard to ensure that people know their brands in a sense that they have made it possible for people to establish a personal attachment to the brands this kind of loyalty is what makes organizations excel and post impressive financial results through this therefore it is possible to see the value of communication in business relationships are only built through constant communication with the customers and this happens through a variety of ways for companies to succeed they need to have an integrated

promotional mix in which they pass information to consumers to increase their presence in a given market and to increase customer understanding of their products and services the integrated marketing communication hence is a process of building and continuously reinforcing mutually profitable relationships with various stakeholders such as employees consumers and the general public through the development and coordination of a strategic communications program that enables stakeholders to make a constructive contact with the company brand through different media fill 2009

Developing Your Integrated Marketing Communication Plan

2012

designed for marketing students and practitioners in a highly competitive market it is vital to effectively communicate the message of your product service or idea the starting point for effective marketing communication is an integrated marketing communication imc plan developing your integrated marketing communication plan is a highly practical workbook taking you through the process of creating of an effective imc plan step by step accompanied by quotes from seasoned professionals handy hints and a case study this book will help you and your marketing message succeed in our contemporary business environment

Innovative Marketing Communications

2007-06-01

innovative marketing communications for events management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature the book builds a conceptual framework for the development planning implementation and evaluation of innovative communication strategies for the marketing of events and the effective use of events as an innovative communications method in general organizational marketing with a strong practical underpinning innovative marketing communications for events management emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies

Integrated Marketing Communication

2017-10-02

this book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion it provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy the author describes the processes and considerations needed to appeal to consumers identifying how geographic

segmentation timing competitive environments and cost contribute to planning he considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations the book s concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets students of marketing communication advertising and promotion and digital marketing will love this book s abbreviated but thorough format an interactive companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of imc concepts

Marketing Communications Plan for a Natural Mineral Water from July 2015 to June 2016

2020-11-30

seminar paper from the year 2015 in the subject business economics offline marketing and online marketing grade 1 8 anglia ruskin university language english abstract this report will introduce the brand evian and its marketing communications operations in the united kingdom moreover a marketing audit containing evian s main competitors as well as a pest and swot analysis will be conducted thereafter an integrated marketing communications plan for the period from july 2015 to june 2016 will be presented a comparison of evian s advertising in the uk and germany will follow the plan evian is a natural mineral water distributed in the united kingdom by danone waters ltd and sold in overall 143 countries danone is a multinational consumer goods company divided into four divisions waters baby and medical nutrition as well as fresh dairy products marketline industry profile 2014 besides marketing international brands like evian danone s water division also offers products under local brands like fontvella in spain marketline industry profile 2014 during the financial year 2014 danone had sales of 21 114 million with its water division accounting for 4 186 million danone 2015b

Marketing Communications Strategy

1995

integrated marketing communications a global brand driven approach 2nd edition presents an integrated and global framework to marketing communications delivered in a highly readable cohesive and succinct manner co written by the internationally acclaimed leading experts in the field philip kitchen marwa tourky this core text explores the best ways to communicate effectively both in the present and in the future taking a rigorous approach the textbook provides a critical overview to the modern communications issues found in industry and society today it offers a concise stimulating approach in its coverage of imc and combines insightful knowledge of trends in the global marketplace consumer and stakeholder issues with wider adoption of a consumer driven perspective as well as a roadmap through the bewildering maze of marketing communications comprehensively updated and revised throughout to take into account recent industry developments this new edition also offers a plan for brand building post pandemic this textbook is ideal for upper level undergraduates and post graduate students who would benefit from insightful knowledge of key trends and sharp insights into the important theories and considerations around marketing communications and imc

Integrated Marketing Communications

2022-01-03

for courses in integrated marketing communications advertising principles and advertising and promotions pure imc an integrated approach to teaching integrated marketing communications with a solid advertising core not an advertising book with a few other chapters tacked on furthermore the text gives students an integrated learning experience by incorporating a building an imc campaign project with free imc plan pro software in every copy so that by the end of the course students will have a portfolio ready campaign

Integrated Advertising, Promotion, Marketing Communication and IMC Plan Pro Package

2003-05

the new edition of marketing communications delivers a rich blend of theory with examples of contemporary marketing practice providing a critical insight into how brands engage audiences fill and turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields the eighth edition which contains two new chapters reflects the changing and disruptive world of marketing communications throughout the text the impact of digital media and its ability to influence audience client and agency experiences is considered each chapter has been extensively revised with new examples the latest theoretical insights and suggested reading materials each of the 22 chapters also has a new case study drawn from brands and agencies from around the world marketing communications is recognised as the authoritative text for professional courses such as the chartered institute of marketing and is supported by the institute of practitioners in advertising

Marketing Communications

2019

integrated marketing communications is a new text which will answer the key questions of what marketing communications is how it works and why it is such a vital contemporary marketing function it is a comprehensive and authoritative overview of this complex and rapidly evolving area the author s long experience in the industry and as a senior academic ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner throughout the book the framework of analysis planning implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment this is both an essential text and an indispensable reference resource and has been rigorously developed for undergraduates and postgraduates in marketing and business and for the new cim certificate and diploma exams in business communication promotional practice and marketing communications

Integrated Marketing Communications

2012-05-23

creating an annual marketing and communications plan is essential to engage your donors volunteers partners and clients year round while taking the guess work out of the equation with a marketing and communications plan you will harness the mission of your organization communicate its impact and create effective calls to action we start by determining where you are then decide where you want to go and finally setting a map for getting there this book will help you craft a marketing and communications plan that you can use all year long tailored to your organizational goals the size of your team and scalable to your needs co authors merrill stewart and louanne saraga walters take you through the planning stages in a conversation designed to answer all of your questions while helping you build your plan step by step in merrill s words i ve been serving as a marketing professional and teacher for several decades and specifically working with nonprofits for over a dozen years as the president and ceo of marketing and business solutions i have the pleasure of working with nonprofit organizations of all shapes and sizes and enjoy the opportunity to guide each organization through the process of developing a plan to guide their strategy sometimes it is hardest for us to step back from our busy schedules and think about process and planning from a strategic approach creating a plan is an essential step in guiding success and i enjoy rolling up my sleeves and getting the work done in louanne s words i started in communications at the tender age of 17 i ve loved every aspect of marketing and communications having worked in radio and tv served as a cruise director with royal caribbean and brought my communications skill set into every position i ever worked now as an entrepreneur my wife and i own my video voice productions and enjoy producing quality videos to help nonprofits small businesses and eager entrepreneurs learn new skills in marketing communications development and self growth

The IMC Plan Pro Handbook

2008-10-01

integrated marketing communications presents essential elements of integrated marketing communications in a clear concise and informative manner the book is written in a straightforward easy to understand manner and is full of examples and illustrations that students will quickly identify with

Creating an Annual Marketing and Communications Plan

2016-05-14

this innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital first integrated marketing communications plan from the earliest works on storytelling to the latest research this text explains why and how storytelling works the forms storytelling takes and how to develop an integrated advertising pr and strategic marketing communications campaign that leverages the power of story within the reality of today s

digital first media landscape keith a quesenberry and michael k coolsen present a balance of research and theory with practical application and case studies within a classroom friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications emphasizing digital and social media perspectives in the strategic planning and campaign process brand storytelling also surveys tv radio outdoor print opportunities as well as earned shared owned and paid media features chapters introduce discipline foundations through key figures main content sections explaining concepts with examples templates and stats a main case study questions for consideration and list of key concepts for review coverage of new technologies in web3 such as nfts cryptocurrency media streaming ctv and the metaverse chatgpt and dall e 2 key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts figures companies and cases for easy reference plan campaign research addresses evaluation and optimization of imc execution including descriptive predictive and prescriptive analytics instructor resources include chapter outlines learning objectives test banks slides forms template worksheets example assignments and syllabi

Integrated Marketing Communications,

2013-01-25

research paper undergraduate from the year 2018 in the subject business economics offline marketing and online marketing university merdeka maduin course communication language english abstract communication science exists in every area of life including in marketing activities promotional activities advertising through communication media facilitate marketing activities to achieve the desired goals this book contains marketing communication lecture materials and will always be developed so that students can become business practitioners who have critical and advanced analysis the main references in this book are advertising written by sandra moriarty et al along with supporting references from various sources

Brand Storytelling

2023-02-14

document from the year 2024 in the subject business economics offline marketing and online marketing university merdeka maduin course communication language english abstract the purpose of writing this book is to explain how to plan marketing communications for students and beginners marketers we are now entering the era of global marketing the world of industry and business is following the development of communication technology so marketers must compete for a place in the heart of society marketers run and use various strategies to keep up with technological developments so as not to sink and die while technology facilitates business some of the advances of communication technology in the world of marketing are the birth of marketers and new products making small marketers famous people remembering forgotten products and people knowing new products making marketing communication planning is an easy job only we have to be careful and patient situation analysis is an initial process explaining objectives making strategies to use implementation and finally evaluation consumers are becoming more selective active and critical so making marketing communication planning and implementing it accordingly is essential for marketers to objective and accurate targets examples

of marketing communications objectives such as informing about new products reminders sales programs positive brand image desired profits increased number of customers etc

Marketing Communication, Direct Marketing, Public Relation and Advertising

2018-06-07

effective promotional planning for e business is an introductory text for those who need to gain a practical insight into promotional planning and implementation for e businesses using a range of case studies from around the world the book illustrates current practice in marketing communications looking at both start ups and e business solutions from existing organizations it covers product service business to consumer business to business uk transatlantic and global communications issues both internally and externally the book also addresses specific issues such as developing traffic making sites more sticky ensuring best possible crm partner communications internal communications and motivation co ordinating your tactics alongside traditional brand building with its user friendly layout and an accompanying website that includes presentation material additional questions case studies and updated web links effective promotional planning for e business is the essential guide to this area it is ideal for all marketing communications executives and managers who need a practical text to help them to prepare a workable marketing communications programme for an e business operation

Marketing Communication, Concepts, Promotion and Distribution

2024-06-06

document from the year 2005 in the subject business economics marketing corporate communication crm market research social media grade a 83 percent university of teesside course integrated marketing communication 32 entries in the bibliography language english abstract this report outlines a new imc strategy for the siemens mobile brand which despite being a well recognised brand has yet to make a strong impact within the 16 24 year old age group it also contains an in depth analysis of the target market and as well as a breakdown of the current position and image of siemens mobile the target market for this segment has many unique attributes which make it unusual but one which is potential very profitable the 16 24 year old group is very fashionable sociable and concerned with social acceptance but at the same time wishing to display a degree of individualism siemens mobile is currently has an image of a focused efficient technologically advanced company with a reputation for quality engineering they are currently positioned towards the older business class clients who value quality and engineering excellence in order to appeal to the 16 24 year old market a re branding and re positioning of the siemens mobile brand will need to occur a new fun trendy fashionable energetic and youthful brand of sie mobile pronounced see mobile will be introduced which will appeal to younger people this new brand will be closely correlated to the attitudes and values identified within the 16 24 age group sie mobile will be introduced in several stages based on the customer s buying process holder and watson pyramid model idm 2004 it will utilise both established and new marketing techniques including television radio magazine internet sms and billboard campaigns this strategy will emphasise the fun fashionable and technological features of the brand and will cost approximately 8 750 000 to launch

Effective Promotional Planning for e-Business

2012-05-16

from youtube to facebook to the iphone today s media landscape offers more tools and platforms for the savvy marketer than ever before and with this rapidly evolving technology come powerful ways to track what s working what s not and how to get the maximum impact for your brand in a shrinking economy media and brand expert antony young explores how today s most innovative marketers are integrating the latest media tools into a comprehensive strategy to grow their brands and are getting unprecedented results he explores the future of advertising in traditional media and how to judge the investment s value in today s results driven marketing world how to get the maximum impact out of digital media including online searches social media and mobile phones the importance of employing non traditional media vehicles such as marketing pr branded entertainment and product placement

Integrated Communication Plan - for the UK Mobile Phone Market

2011-05

introduction to marketing communications looks at the variety of marketing communication tools used by advertising agencies today in pursuing brand success in the current economic crisis and with rapidly advancing ever changing technological communication channels available traditional above the line advertising alone will not provide and improve results therefore this introduction to imc also considers and discusses new technologies and opportunities provided by the world wide mobile media and social networking with comprehensive learning outcomes key learning points and self assessment features for each chapter introduction to integrated marketing communications is an indispensable resource for marketing students and practitioners

Brand Media Strategy

2010-12-21

project report from the year 2014 in the subject communications public relations advertising marketing social media grade 1st class 77 university of kent kent business school course business administration marketing language english abstract the saga group is the uk s leading provider of products and services targeted to people aged 50 and above these include insurance personal finance the 7th most read paid for magazine in the uk press gazette 2013 and holidays saga holidays is exploring a loyalty scheme proposal and the report provides a concept and comprehensive communications plan the report provides a contextual analysis of the uk travel industry and outlines that saga offers holidays which are focused on value and quality this is supported with a perception map which highlights how there are a number of competitors within the all inclusive segment following this is a swot analysis outlining the internal capabilities and the external options of saga holidays based on primary research with 50 respondents and secondary sources the segmentation of the target customers has identified 3 groups who the loyalty scheme should be

targeted at the saga one loyalty card rewards the customer with what they want saga one is a customer focused loyalty scheme offering exclusivity experiences and most importantly simplicity the strategy suggested is over a 12 month period and in total has 6 objectives that it will seek to achieve by applying the drip framework and pull strategies based on the strategic analysis the communications mix uses a combination of above and below the line methods the scheme will be communicated using sagas well established channels and advertising the report presents pre tested concepts in appendix p the saga one loyalty scheme has three key themes of exclusivity experience and simplicity these fit into the wow trend of loyalty the key segments are targeted using a combination of internet advertising and public relations to provide the most effective coverage within the budget set finally the report provides a full budget and gantt chart for the 12 months of communicating the loyalty scheme in order to use the time effectively the majority of activities are dip related in order to keep customers aware of the loyalty scheme and what it represents

Introduction to Integrated Marketing Communications

2010-10-30

draws from both academic literature and applied literature and from europe and australasia as well as the usa covers all contemporary forms of marcoms brand advertising and direct response advertising sales promotion corporate image advertising and more rossiter from uni of wollongong nsw and bellman from uni of w a

Marketing Communications Report. Communications Strategy with Budget and Timings Plan

2015-05-29

shortlisted for the 2009 australian educational publishing awards the whole is great than the sum of the parts this is the most basic premise of integrated marketing communication imc synergies can be generated if marketing communication is considered as a whole rather than planning advertising public relations or promotion in isolation this title takes this approach and can truly make the claim to be the first genuinely imc text responding to market demands this title is has been comprehensively re organised into 4 parts 16 chapters to suit australia new zealand one semester courses part 1 puts marketing communication into an australia and new zealand context armed with the context students are given an overview of the communication process and basic theories and models in part 2 in part 3 students can begin to plan strategy with confidence and decide on tactics by part 4 students are able to integrate strategies and look at a number of different communication disciplines direct and interactive public relations and sponsorship sales promotion and personal selling

Marketing Communications

2005

this volume takes a broader approach than advertising or promotions surveys and gives readers an integrated learning experience by incorporating internet exercises and a building an imc campaign project with free advertising plan pro software in every copy the volume addresses integrated marketing communications corporate image and brand management consumer buyer behavior business to business buyer behavior promotions opportunity analysis advertising management advertising design both theoretical and executional frameworks imc promotional tools and integration tools for marketing professionals and ad agency account executives

Marketing Communications Management

2014

Advertising and Promotion

2008

Integrated Advertising, Promotion, and Marketing Communications

2007

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