Principles Of Integrated Marketing Communications | 03194bc291ddec25a179f61e9fec405a

Principles of Integrated Marketing Communications explains the principles and practice of implementing effective IMC using a variety of channels and techniques. It equips readers with the knowledge to develop sophisticated marketing campaigns for contemporary business environments. Designed to introduce readers to IMC in an engaging way, this valuable resource:

- Covers the latest concepts and tools in marketing and communications.
- Presents topics in light of their underlying theories and principles.
- Includes case studies adapted from recent, real-world examples (drawn from both Australian and international contexts).

Each chapter contains a 'Further thinking' section, giving readers the opportunity to extend their understanding of the conceptual and historical underpinnings of IMC, and teaching them how to analyse and overcome problems when devising an IMC strategy. Each chapter also includes learning objectives and review questions, to reinforce knowledge. Additional material - including extra case studies and topical multimedia files - is available on the companion website at www.cambridge.edu.au/academic/imc.

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges Principles of Integrated Marketing Communications: An Evidence-based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are
adapted for the aims of their organisations. This edition has been thoroughly revised and each chapter includes: case studies of significant and award-winning campaigns from both Australian and international brands that illustrate the application of explored concepts; discussion and case study questions that enable readers to critically evaluate concepts and campaigns; a managerial application section that illustrates how concepts can be applied effectively in a real situation; a ‘further thinking’ section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

Do your students need a fresh and concise introduction to marketing? Essentials of Marketing has arrived! This is the must have textbook for students looking to shine and excel in their marketing studies and future careers. Packed full of exciting and meaningful cases from organizations such as IKEA, FourSquare, Groupon and WOMAD, students are encouraged to think critically and consider how they would tackle the real marketing challenges and issues encountered by professionals on a daily basis. Covering the latest trends and developments in marketing, including social media and mobile marketing, students are given the opportunity to go beyond classical marketing theories and explore the latest cutting edge perspectives. Lecturers and students are provided with truly innovative online resources which are carefully integrated with the textbook.

This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

Drive more value from all your marketing and communications channels—together! Demolish your silos and sync all your messaging, strategies, and tactics (really!). Optimize every medium and platform, from iPad and Facebook to TV and direct. This book is a must-read for every senior marketing, communications, and PR decision-maker. It’s not about social media. Or new (or old) media. It’s about results—and there’s only one way to get results. You must finally bite the bullet, tear down your silos, and integrate all your marketing and communications. That’s how you choose the best platforms and messages for each customer. That’s how you make research and metrics work. That’s how you overcome today’s insane levels of complexity and clutter. You’re thinking: Oh, that’s all I need to do? Just integrate my whole organization? Are you nuts? No. We’re not. It can be done. This book’s authors have done it. They’ve shown others how to do it. And now they’re going to show you. Step by step. Strategy. Tactics. Research. Metrics. Culture. Social. Mobile. Direct. Broadcast. Print. All of it. With you, the marketing/communications decision-maker, right at the center—right where you belong! Even now, organizational silos prevent most companies from conversing coherently with customers, delivering the right targeted messages, and building real synergies across all their marketing and communications programs. Now, Gini Dietrich and Geoff Livingston show how to finally break down those silos, bridging traditional and newer disciplines to drive more value from all of them. You’ll learn how to create a flexible marketing hub with integrated spokes including sales, PR, advertising, customer service, HR, social media, and the executive team. Then, you’ll learn how to use your hub to speak cohesively with each customer through the tools and platforms that deliver the best results at the lowest cost. Dietrich and Livingston guide you through hands-on strategic planning, illustrating key points with real case studies and offering practical exercises for applying their principles. You’ll learn how to perform baseline analyses of media from iPad apps to radio, optimize resource allocation, change culture to overcome siloed behavior, use measurement to clear away obstacles, and gain more value from every marketing investment you make. Pull it all together—finally! How to successfully integrate your tactics, tools, messages, and teams Better goals, better results: beyond SMART to SMARTER! Specific, measurable, attainable, relevant, time-bound, evaluate, and reevaluate Better listening: stakeholders, customers, and research that works How to make sure you hear what really matters Four powerful ways to market in the round When to go direct, come from above, use the
groundswell, or execute flanking maneuvers

As the media grow more ruthless, the role of public relations becomes increasingly complex and critical. Savvy business people know that how a company conveys and maintains its image has never been more important or more challenging. The Handbook of Strategic Public Relations & Integrated Communication is the definitive resource for communications professionals. Featuring the expertise of the world’s foremost public relations and marketing authorities, it is the first book of its kind to combine the art and science of marketing, public relations and communications.

Building brands through integrated marketing is an approach being used by all top-level marketing strategists. The result of a series of papers presented at the eleventh annual Advertising and Consumer Psychology Conference held in Chicago, this volume brings together researchers and professionals whose efforts focus on integrating the various persuasive tools of marketing. It goes beyond case studies of the use of integrated marketing to look at how integrated communication actually works on achieving optimal effects on the various audiences for products.

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.

Everything communicates. Any action that a company takes will leave an impression on its consumers. Integrated Marketing Communications is about the coherent, consistent and clear use of a company’s communication options. The text provides students with a solid understanding of all of the major marketing communication functions and media alternatives, and the processes for integrating these activities in the most effective and efficient way in order to develop long-term, profitable customer relationships that build brands and create brand equity.

For introductory courses in advertising An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today’s dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today’s advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you’re out - all those moments in the day when somebody is trying to grab your attention and sell you something! Marketing is about advertising and communications in part, but it’s also about many other things which all aim to create value for customers, from product research and innovation to after-care service and maintaining relationships. It's a rich and fascinating area of management waiting to be explored - so welcome to Marketing! Jim Blythe’s Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade. It provides plenty of engaging real-life examples, including brands you know such as Netflix and PayPal - marketing is not just about products, but services too. Marketing changes as the world changes, and this textbook is here to help, keeping you up to speed on key topics such as digital technologies, globalization and being green. The companion website offers a wealth of resources for both students and lecturers and is available at www.sagepub.co.uk/blythe3e. An electronic inspection copy is also available for instructors.

This advanced strategic marketing communications management text introduces advertising by objectives, and takes a strong behavioural approach. Its focus is on strategic decision operating.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson’s MyLab & Mastering products exist for each
This cutting-edge book—with contributions by the star faculty of the Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications department at Northwestern University—offers the latest thinking on the art and science of integrated marketing. A must for today's marketing professional, Kellogg on Integrated Marketing addresses the daily activities of marketing managers and helps them enhance brand equity with new techniques and strategies from the experts. You'll hear from: Eric G. Berggren - Stephen Burnett - Bobby J. Calder - Tom Collinger - Adam Duhachek - Lisa Fortini-Campbell - Nigel Hopkins - Dawn Iacobucci - Richard I. Kolsky - Maria Flores Letelier - Edward C. Malthouse - Francis J. Mulhern - Lisa A. Petrisson - Andrew Razeghi - Don E. Schultz - Charles Spinosa - Paul Wang

Now in its second edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion. Several new chapters address the latest additions to the mix: Internet, social, mobile, and alternative media, plus guerrilla marketing. The text builds students' skills in developing a creative idea, employing the correct message, and placing it appropriately—and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers.

This book reviews, updates and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication (IMC). Since the introduction of IMC in the late 1980s, the concept has spread around the world. In that expansion, many authors have written about IMC; practitioners have adopted and adapted the concept to fit their own market situations. Further, dramatic changes have occurred in the technologies used in marketing communications which consumers have accepted and employed in their consumption of marketers' messages and incentives. Thus, there have been dramatic changes in how IMC was initially envisioned and how it has developed over time. This book identifies and discusses these changes, how they have occurred and what they mean going forward for all types of marketers around the world. Thus, IMC, and indeed integration of communications at all organisational levels is an essential in the 21st century organisations. This book was published as a special issue of the Journal of Marketing Communications.

"A complete and well-organized textbook on advertising"—Educational Book Review

Principles of Advertising: A Global Perspective, Second Edition updates the classic first edition of this exceptional classroom resource, selected as one of CHOICE magazine's Outstanding Academic Titles for 1999. Ideal for use as an introductory textbook, the book presents an integrated marketing approach that's essential for keeping up with the changing world of contemporary advertising, and reflects the authors' expertise not just in advertising, but also in the larger field of integrated marketing communications. The
new edition of the book examines the environment in the advertising industry following the terrorist attacks on Sept. 11, 2001, as well as market segmentation, target marketing, product positioning, buyer behavior, legal and political concerns, the creative aspects of advertising, and much more. Principles of Advertising: A Global Perspective, Second Edition equips instructors and their students with the fundamental elements of the field with emphasis on ethical issues. The book includes a foreword by Don E. Schultz of Northwestern University's Integrated Marketing Communication program and provides insights into effective local, national, and global integrated marketing strategies for print, electronic, and online advertising. This updated edition maintains the original format for each chapter of featuring Global Perspectives, Ethics Tracks, and short commentaries from practitioners in various fields, and adds 24 new illustrations and more recent examples of now-famous advertising campaigns. New material presented in Principles of Advertising: A Global Perspective, Second Edition includes: the benefits of a graduate degree client-agency relationships targeting the middleman marketing to men Janet Jackson exposed pop-up ads marketing cosmetic surgery advertising as programming controversial campaigns behavioral targeting or online stalking? Principles of Advertising: A Global Perspective, Second Edition examines new theories, new technologies, well-known advertising campaigns, and cultural considerations for advertising in foreign markets to give your students current and proven information on the changing world of advertising.

"Integrated Marketing" boxes illustrate how companies apply principles.

Integrated Marketing Communication: A Balanced Approach is your guide to integrated marketing communication (IMC), introducing you to the principles that underpin its practice. This text considers the different theories of how IMC works, taking the empirical evidence available into account, and illustrating its real-world application with relevant industry examples. With expert commentary supported by contemporary case studies, this text explores communication theory, strategy and planning, and develops your understanding of consumer behaviour. Equipped with this knowledge, you will learn how you can balance IMC strategies with marketing needs in order to change attitudes and reinforce behaviours in customers. KEY FEATURES Critically reviews the theoretical base of IMC, with an exploration of both salience and persuasion (Strong and Weak) theories of advertising Focuses on the application of IMC theory to a broader marketing approach Revision questions encourage reflective learning and further develop understanding Practitioner profiles provide career and industry insights Case studies and 'IMC in Action' boxes provide real-world examples Suggested readings and key terms throughout support further learning.

How can a company effectively communicate its message to customers and prospects all over the world? How can it ensure that its branding messages "travel"? Designed to help executives position and leverage marketing communication in the global arena and use it to their ongoing strategic advantage, Communicating Globally shows how to successfully strategize, select appropriate communication tactics, and then execute a global communication plan that encompasses all sources of communication, both internal and external. Based on the strong theoretical foundations of integrated marketing communication (IMC), Communicating Globally offers a practitioner's perspective on integrated global marketing communication (IGMC) in action through vignettes, four complete case studies of well-recognized multinational brands, and one study case. Praise for Communicating Globally "In the 21st century, the ability of ad agencies to provide worldwide, integrated marketing services for their clients will become essential. Only those marketers and agencies with the ability to brand products and services globally will thrive. Communicating Globally provides a roadmap on how to do it right." O. Butch Drake, president-CEO, American Association of Advertising Agencies "No one can provide a guaranteed formula for future success, but Communicating Globally comes awfully close. By combining an astute knowledge of the global marketplace, emerging trends and technologies, and good old common sense, Don Schultz and Philip Kitchen illuminate the path for successful brand building in the 21st century." Ed Faruolo, vice president, corporate marketing communications, CIGNA Corporation "Don Schultz has done it again! His unique and highly readable approach is a must for companies looking to market globally in the new century. Communicating Globally offers an important road map through the maze of global marketing communications." James R. Gregory, CEO, Corporate Branding,
LLC “This book is important because it brings the concept of integrated marketing communications (IMC) into full international focus for the first time. This focus is maintained throughout the whole structure and it makes the book a truly conceptual work. The case studies that illustrate the practical ramification of international IMC yield significant general as well as specific lessons.” John Philip Jones, Syracuse University "The 1990's introduced integrated marketing--understanding and communicating relevantly with customers by using information. Communicating Globally now takes the same principles and adapts them to today's dynamic global marketplace. Even better, it is written in a style that makes it easy for a non-marketer to fully understand the importance of managing a brand." John R Wallis, vice president of marketing, Hyatt International Corporation

Marketing Communications provides a detailed study of the practical and theoretical frameworks underpinning marketing communications. The book draws on the opinions, views, expertise and understanding of a large number of contributors.

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.

"The authors have the uncommon knack of taking the complex and explaining it in a clear, compelling way. I recommend it if you want to learn the principles of strategic communications and get structured suggestions to create better campaigns." Dave Chaffey, Co-founder and Content Director, Smart Insights This book has the strongest focus of online and offline integration of any marketing communications textbook. A blended approach to marketing is in its DNA. Compared to the competition that too often uses a bolts-on approach to integration, this book is essential for giving students the precise skills employers will look for - to be able to implement genuinely integrated marketing campaigns. This new, seventh edition combines professional and academic expertise to ground big picture theory into real-world case studies, drawing from cutting-edge global companies like Snapchat and Spotify, that will teach students the why behind the how. With increased focus on social media and the latest digital technologies, this new edition will teach students: - How AI, the Internet of Things, Big Data, AR/VR and marketing automation can be used successfully in campaigns - The opportunity and risks of social media - How to navigate ethical and data management challenges - How to use the current preferred digital marketing tools and technology Covering the key themes of customer engagement, experience and journey, this book will allow students to become truly confident working in an environment of ongoing technological transformation.

This text challenges the orthodox view of marketing communication. Using references to communication studies, cultural studies, and critical management studies, the focus of managing marketing communication is shifted from message-making to relationship-building. This textbook provides a contemporary examination of marketing as a social process. The scope of communication theory is broadened and a two-way conception of communication is introduced. The existing model of marketing communication is replaced with a new and exciting concept, that integrates the relational and social emphases of the twenty-first century. "Marketing Communication" investigates the problems of organizing and locating marketing in a business corporation, management responsibility for planning and decision making, and the role of the marketing communication manager in contemporary society.

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies This new edition is still the only textbook on the market to deal with all aspects of IMC from a strategic perspective Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this Integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall...
identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to
reflect the dynamic changes in the area since the first edition was published. New to this edition: New
sections on social media and now to integrate them into your marketing function New chapter on
message development and an enhanced chapter on the IMC plan Robust pedagogy to help reinforce
learning and memory Enhanced teaching materials online to help lecturers prepare their courses Brand
new real-life case study vignettes

Net/pickton to find additional valuable teaching and learning materials. David Pickton is Head of the
Marketing Department at Leicester Business School, De Montfort University. Amanda Broderick is
Senior Lecturer in Marketing and Head of Research in the Marketing Group at Aston Business School.

'It is not often I can use "accessible" and "phenomenology" in the same sentence, but reading the new
book, Interpretative Phenomenological Analysiscertainly provides me the occasion to do so. I can say
this because these authors provide an engaging and clear introduction to a relatively new analytical
approach' - The Weekly Qualitative Report Interpretative phenomenological analysis (IPA) is an
increasingly popular approach to qualitative inquiry. This handy text covers its theoretical foundations
and provides a detailed guide to conducting IPA research. Extended worked examples from the
authors' own studies in health, sexuality, psychological distress and identity illustrate the breadth and
depth of IPA research. Each of the chapters also offers a guide to other good exemplars of IPA
research in the designated area. The final section of the book considers how IPA connects with other
contemporary qualitative approaches like discourse and narrative analysis and how it addresses issues
to do with validity. The book is written in an accessible style and will be extremely useful to students
and researchers in psychology and related disciplines in the health and social sciences.

Strategic Communication: Principles and Practice guides students through the principles for planning,
writing, and implementing strategic communication plans. It approaches strategic communication from
how an organisation communicates across organisational endeavours. The emphasis is on the strategic
application of communication and how an organisation functions to advance its mission.

Strategies for binding customers to an organization--by determining the information they want and
giving it to them In 1993, Don Schultz showed marketers how to coordinate their organizations' entire
communications programs with the seminalIntegrated Marketing Communications. InIMC--The Next
Generation, Schultz offers a refined and updated approach to the IMC model, one that goes beyond the
messages an organization chooses to send to encompass the information that the customer wishes to
receive or have access to. IMC--The Next Generation shows marketers how to build sustainable
competitive advantage and ROI by combining and coordinating all methods through which buyers and
sellers come together. Numerous cases and real-world examples reveal how to use today's IMC model
to: Integrate internal and external communications programs Influence customers at every contact point
Build long-term brand relationships

'In this era of 'snackable' content which satisfies only in the moment, it's great to have a comprehensive
Advertising Handbook which one can consult repeatedly. The references are comprehensive and the
Handbook opens up many key areas for practitioners' - Hamish Pringle, Director General, IPA 'Finally, a
Handbook of Advertising that brings the field up-to-date. I am impressed with its comprehensive
coverage of topics and the distinguished specialists who have shared their key findings with us' - Philip
Kotler, Kellogg School of Management 'When trying to make sense of the mystifying world of
advertising, academics and practitioners often seem to inhabit separate universes. Not in this
Handbook. For once, the best brains from each side genuinely collude with constructive results. Wise
agencies will read it before their clients do' - Sir Martin Sorrell, CEO, WPP 'This mighty tome brings
together a vast range of views of advertising based on deep experience and scholarship. For
practitioners and academics alike, it will be a voyage of discovery and enlightenment' - Lord (Maurice)
Saatchi, Chairman, M&C Saatchi 'This magnificent volume captures all we need to know about how
advertising works and its context' - Baroness (Peta) Buscombe, Director General, Advertising
Association, London Advertising is a field that has attracted a great deal of academic attention, but to
date there has been no summarising of the state of the art of research. This far reaching and scholarly Handbook is edited by two highly respected and trusted thinkers in the field and includes contributions from leading academics based in both the UK and the USA. Tim Ambler and Gerald J Tellis archive their aim of setting advertising and the theory that underpins it in its historical and societal context, show-casing the most significant advertising research questions of our time and pointing readers in the direction of future avenues for fruitful investigation. The SAGE Handbook of Advertising would be a welcome addition to any marketing academics bookshelf.

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.

This 3rd edition of Integrated Marketing Communications continues to offer comprehensive and focussed coverage of the Asia Pacific marketing communications environment

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