



PRINCIPLES OF INTEGRATED MARKETING COMMUNICATIONS

AN EVIDENCE-BASED APPROACH

SECOND EDITION

LAWRENCE ANG

CAMBRIDGE

Principles Of Integrated Marketing Communications

Tom Duncan



Principles Of Integrated Marketing Communications:

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Integrated Marketing Communication Jerry Kliatchko, 2019-10-29 This volume represents a valuable resource for students academics teachers and researchers and practitioners in the field of integrated marketing communication IMC It provides a foundation detailing the principles tenets and practices of IMC before presenting a step by step process of preparing and executing the process for any given brand

Strategic Marketing Communications Paul Russell Smith, Paul Smith, Chris Berry, Alan Pulford, 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

Advertising and IMC Sandra Ernst Moriarty, Nancy Mitchell, William Wells, 2011-05 For introductory courses in

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The Evolution of Integrated Marketing Communications Don Schultz, Charles Patti, Philip Kitchen, 2013-12-16 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

Marketing Communication Richard Varey, 2002-09-11 Providing a fresh and innovative framework for the management of marketing communication processes this textbook uses references to communication studies cultural studies and critical management studies to shift the focus from message making to relationship building Providing a contemporary examination of marketing as a social process author Varey focuses on a planned integrated marketing communication programme He combines a managerial perspective with current communication and marketing theory to develop a contemporary set of principles incorporating such recent developments as e communication and new media It investigates the issues of organizing and locating marketing in a business corporation management responsibility for planning and decision making the role of the marketing communication manager in contemporary society With a good balance of theory and practice and UK and European case studies this noteworthy book covers a range of issues of significance to both the public and private sectors and large medium and small businesses

Strategic Integrated Marketing Communications Larry Percy, 2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications 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 considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students studying Integrated Marketing Communications Strategic Communications Principles of Advertising Media Planning and Brand Management

Principles of Advertising and IMC Thomas R. Duncan, 2004-09-01

Integrated Organisational Communication Rachel Barker, George Charles Angelopulo, 2005-08

This work adopts a multidisciplinary approach to corporate communication including management communication public relations organizational behavior and change marketing communication and advertising The many faceted approach adopts the perspective of a practicing communications professional emphasizes corporate branding and focuses on an integrated approach to communication

The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model Kwang-Yong Shin, 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 I 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

Communicating Globally Don E Schultz, Philip J. Kitchen, 2000-06-01

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 IGM 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

Principles of Advertising & IMC w/ AdSim CD-ROM Tom

Duncan,2004-06-26 PRINCIPLES OF ADVERTISING AND IMC 2 e by Tom Duncan explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process Duncan s text presents the new ways companies communicate with business savvy customers It also shows how and why top management demands accountability of how advertising and promotion dollars are spent PRINCIPLES OF ADVERTISING AND IMC provides students with a basic understanding of all the major marketing communication functions the major 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 Based on feedback from reviewers author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts like channel marketing customer service direct response and personal selling to ensure a well rounded approach to the Principles of Advertising course AdSim is an Advertising Simulation set in the consumer electronics industry where students are required to make decisions about Agency selection Brand positioning and messages Media Selection including traditional and non traditional Market Research both ordering and interpreting and Budgeting This simulation created by SmartSims provides a highly engaging means of developing a real understanding and appreciation of the fundamentals and dynamics of communications advertising and promotion in business AdSim challenges students to apply recently learned concepts principles and explained

practices in development of overall communications advertising and promotion campaigns whether against the computer in the Single Player version or in direct competition with their peers in the Multi Player version AdSim for Duncan incorporates an Integrated Marketing Communications IMC approach as promulgated in Principles of Advertising and IMC 2 e by Tom Duncan AdSim for Duncan has been modeled on the contemporary US Digital Camera Market Using this simulation students will develop A better understanding of how to implement an IMC approach in the development of an overall advertising and promotion plan Insights into selecting different media for specific communications goals and target markets while being constrained by a fixed budget Insights into the influence of brand awareness and the importance of on going measurement A better understanding of implementing promotion campaigns for existing customers including the use of customer relationship management CRM applications Critical decision making and team participation skills in an interactive learning environment

Advertising and IMC Sandra Moriarty, Nancy Mitchell, Charles Wood, William Wells, 2018-01-12 NOTE This edition features the same content as the traditional text in a convenient three hole punched loose leaf version Student Value Editions also offer a great value this format costs significantly less than a new textbook Before purchasing check with your instructor or review your course syllabus to ensure that you select the correct ISBN For Student Value Editions that include MyLab TM or Mastering TM several versions may exist for each title including customized versions for individual schools and registrations are not transferable In addition you may need a Course ID provided by your instructor to register for and use MyLab or Mastering platforms For courses in introductory advertising Increase the relevancy and effectiveness of marketing communications Advertising MyLab TM Marketing does not come packaged with this content Students if interested in purchasing this title with MyLab Marketing ask your instructor to confirm the correct package ISBN and Course ID Instructors contact your Pearson representative for more information If you would like to purchase both the loose leaf version of the text and MyLab Marketing search for 0134830121 9780134830124 Advertising IMC Principles and Practice Student Value Edition Plus MyLab Marketing with Pearson eText Access Card Package 11 e Package consists of 0134450620 9780134450629 MyLab Marketing with Pearson eText Access Card for Advertising IMC Principles and Practice 0134481682 9780134481685 Advertising IMC Principles and Practice Student Value Edition

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