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NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133973115/ISBN-13: 9780133973112 . That package includes ISBN-10: 0133866335/ISBN-13: 9780133866339 and ISBN-10: 0133866971/ISBN-13: 9780133866971. A Modern Guide to Integrated Marketing Communications Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. Also available with MyMarketingLab MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

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**Integrated Marketing Communication** - Jerome M. Juska - 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.

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**Integrated Advertising, Promotion, and Marketing Communications** - Kenneth E. Clow - 2014-12-27

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**Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications** - Terence A. Shimp - 2000

Introduces the fundamental of integrated marketing communications. Provides an overview of the nature and function of marketing communications. Looks at the adoption and diffusion processes and examines the role of marketing communications in facilitating these processes and achieving acceptance for new products. Describes the initial elements responsible for a brand's image, namely the brand name, logo, and package.

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**Advertising and Promotion** - George E. Belch - 2004-08

Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, (the theme of the text), catapults the reader into the business practices of the 21st century. 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 Belch is a learning companion to Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e by George and Micheal Belch and has been modeled on the contemporary US DVD-Player Market. Using this simulation, students will develop:• An understanding of the factors involved in the development of an advertising and promotion in a highly competitive market. • Insights into selecting different media for specific communications goals and target markets while being constrained by a fixed budget. • Insights into the importance market and media research. • Insights into the influence of brand awareness and on-going measurement. • A better appreciation of the concepts of an integrated marketing communication approach. • Critical decision-making and team participation skills in an interactive learning environment.

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**Integrated Brand Promotion Management** - John H. Murphy - 2012-01-09

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**Integrated Advertising, Promotion, and Marketing Communications, Global Edition** - Kenneth E. Clow - 2017-11-08

For advertising courses. Integrated advertising and marketing communications taught through real-life application Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This text covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. To help students retain ideas, each chapter includes tools that allow students to apply concepts to real-life situations. The 8th Edition includes extensive analysis of social media, Internet blogs, and mobile helping students understand the vital links marketers use to connect with consumers. Pearson MyLab Marketing not included. Students, if MyLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab should only be purchased when required by an instructor. Instructors, contact your Pearson rep for more information. MyLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

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**The Bare Bones Introduction to Integrated Marketing Communication** - Robyn Blakeman - 2008-12-16

This small, inexpensive text is an in-depth yet simply stated discussion on the business and structure of integrated marketing communication (IMC). The book focuses exclusively on introductory issues concerning integrated marketing communication as both a communication device and as a profession.

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