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Advertising and promotion: an integrated marketing communications perspective

Belch, George E.; Belch, Michael A.

URI: <http://hdl.handle.net/123456789/54>

Date: 2003

Abstract:

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.

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Introduction to advertising & promotion : an integrated marketing communications perspective. Item Preview. remove-circle. For undergraduate Advertising and Integrated Marketing Communication courses. 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, ea... 15. Evaluating an Integrated Marketing Program. Order. More and more companies are approaching advertising and promotion from an IMC perspective , coordinating the www.mim.ac.mw. www.mim.ac.mw/.../ Advertising %20and%20 PrOmotion _ %20An%20 Integrated %20 Marketing %20.pdf. clipped from Google - 10/2020. Advertising and Promotion An Integrated Marketing I6.vlad-tur.ru. https://I6.vlad-tur.ru/36. Items 1 - 10 of 25 Advertising and promotion: an integrated marketing communications perspective 11th edition by george belch and publisher mcgraw-hill I6.vlad-tur.ru. https://I6.vlad-tur.ru/36.