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# Integrated Advertising, Promotion, and Marketing Communications

*NINTH EDITION*



Kenneth E. Clow  
Donald Baack



# Integrated Advertising Promotion And Marketing Communications

**Kenneth E. Clow, Donald E. Baack**



## **Integrated Advertising Promotion And Marketing Communications:**

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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

The IMC Plan Pro Handbook Kenneth E. Clow,Donald

Baack,Professor Donald Baack,2008-10-01

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