DEVELOPING A CREATIVE AND INNOVATIVE INTEGRATED MARKETING COMMUNICATION PLAN

A Working Model



JAMES R. OGDEN

Sidney Laurence Huff, Scott L.
Schneberger, Michael Wade

Developing a Creative and Innovative Integrated Marketing Communications Plan James R. Ogden, 1998 Written from a managerial point of view this book covers all major areas and increases students ability to learn the material through an in Integrated Marketing Communication Robyn Blakeman, 2007 Robyn Blakeman s depth flow chart or how to diagram Integrated Marketing Communication offers a classroom tested approach that lays out creative processes and strategies for effective IMC Blakeman covers key areas from marketing plans branding and positioning and creative briefs to copywriting design and media format considerations She also looks at visual and verbal tactics and business theory and practices in relation to the creative message IMC trends require students to become well rounded professionals understanding not only advertising but also marketing public relations sales promotion and direct marketing Advertising Campaign Design: **Just the Essentials** Robyn Blakeman, 2011 Handbook of Research on International Advertising Shintaro Okazaki, 2012-01-01 Almost 50 of the leading researchers teachers and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research From culture to methodologies to the newest in digital approaches international advertising research has never gotten as compete coverage as found in this one volume Don E Schultz Northwestern University US An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world. The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media rise of BRIC countries and increasing concern for localization of advertising Confident in predictions and bold in recommendations this book is written with ambition scope and verve that sets it apart from the usual advertising books Subhash C Jain University of Connecticut US The Handbook of Research on International Advertising presents the latest thinking experiences and results in a wide variety of areas in international advertising It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research such as research in digital media retrospective research cultural psychology and innovative methodologies Forming a major reference tool the Handbook provides comprehensive coverage of the area including entries on theoretical advances in international advertising research culture and its impact on advertising effectiveness online media strategy in global advertising methodological issues in international advertising effectiveness of specific creative techniques global advertising agencies international perspectives of corporate reputation transnational trust global consumer cultural positioning and performance of integrated marketing communications among others Researchers students and practitioners in the fields of marketing advertising communication and media management will find this important and stimulating resource invaluable Strategic Uses of Alternative Media Robyn Blakemen, 2014-12-18 Designed for students and practitioners in the fields of organizational behavior and human resource training and development this book examines improving organizational communication Terrence Gargiulo shows how the use of

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