

# Marketing Management



## A South African Perspective

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### <u>Marketing Comminications Management A South</u> <u>African Perspective</u>

Ogechi Adeola, Robert E. Hinson, A. M. Sakkthivel

#### **Marketing Comminications Management A South African Perspective:**

Marketing Communications Ludi Koekemoer, 2004 Six marketing communication tools advertising personal selling sales promotion direct marketing public relations and sponsorship are reviewed in this text for South African learners and practitioners This fully updated edition focuses on recent developments in marketing communications highlighting the use of the World Wide Web e mail and instant messaging in marketing The user friendly and interactive presentation for self Marketing Communications Management Ludi assessment makes this an outcome based learning tool Management in Marketing Communications, 2024-10-09 This book provides a comprehensive Koekemoer.1987 overview of the essential topics in the field of management in marketing communication. These substantial topics are examined and addressed by scholars from the marketing and management discipline Beginning with the role of culture as a crucial element in marketing communication the book delves into various matters within the scope of marketing communication Consequently social media and its significance in modern marketing strategies are examined together with the topic of transition from offline to online marketing emphasizing the impact of accelerated digitalization and its onset during the third decade of the twenty first century Furthermore the book discusses the rapid digital transformation stimulated by the COVID 19 pandemic and thus creates room for further exploration and research Throughout the book the evolving dynamics of marketing communication in a digitalized world are examined providing a resource base for scholars conducting research in the context of modern marketing management Marketing Communication in African Languages Abiodun Salawu, Kehinde Oyesomi, 2024-12-23 This edited volume considers the use of African languages for marketing communication The importance of an indigenous language stems from its benefits which include increased comprehension and a sense of resonance among the target audience which makes it more memorable as opposed to foreign languages Chapters in the book variously examine African traditional advertising and marketing popular culture as a channel for advertising and marketing political communication advertising and marketing commercials and public relations in African languages as well as branding corporate and public communication in African languages The use of African languages for marketing communication is considered on the traditional mass media and the digital media Readers will gain a lot of insights into the theory and practice of marketing communication in African languages **Marketing Communications** John Egan, 2014-10-13 How many marketing messages do you think you see a day Why do some stick with us more than others Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs What do they say about the brand How will you communicate your own marketing messages just as successfully In this textbook John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy to read style Insight boxes provide insight into some of the latest industry practices and with engaging examples ranging from HSBC to James Bond to

the Arab Spring and One Direction this textbook will not only provide you with a solid foundation for working in marcoms it will make your study fun along the way For those looking to get ahead of their classmates and other job candidates the textbook includes coverage of topical issues such as new technologies ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment There is also a companion website with additional study materials to help you go one further and stay ahead of the pack study sagepub com egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as Marketing Communications Management Paul Copley, 2014-09-24 Praise for the professional courses in Marketing first edition An excellent text for exploring marketing communications in the 21st century Ann Torres Lecturer in Marketing National University of Ireland Galway First rate and comprehensive This book has got it just right a rich blend of academic underpinning and practical examples in a very readable style Martin Evans Senior Teaching in Marketing Cardiff Business School University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels It covers essential topics such as advertising direct marketing corporate communications public relations product placement sales promotion social media sponsorship and many more The author provides a set of managerial frameworks that include analysis planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns Every chapter includes Snapshots that help you to apply theory to engaging real world examples These include BMW Harrods Levi s Lynx Tesco Tencent United Colors of Benetton and Wonga Additionally Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further The Companion Website includes longer case studies video feeds and other useful web links a larger glossary of key terms and links to SAGE journal articles Password protected resources are also available to lecturers including PowerPoint slides a tutor manual activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter **Social Media and Online** Consumer Decision Making in the Fashion Industry Tarnanidis, Theodore, Papachristou, Eyridiki, Karypidis, Michail, Ismyrlis, Vasileios, 2023-08-01 Today many fashion brands use social media marketing strategies to increase awareness about their brand and influence consumers decision making patterns Further consumers use social media platforms to find relevant and reliable information for structuring their preferences and making evaluations Web 2 0 tools in the digital age provide consumers with a plethora of interactive and user control information that helps them acquire and share brand information which in turn impacts their purchase decision preferences. The bulk of the data produced by social media tools provides brand marketers with information about the consumers wants beliefs commitment habits and purchasing intentions which in turn is useful for the development and implementation of marketing strategies Social Media

and Online Consumer Decision Making in the Fashion Industry provides critical research on effective methods techniques and tools for evaluating the impacts of social media on the consumer decision making process The book explores the pertinence of web based social media tools and how the fashion business sector can benefit from social media innovation approaches in digital environments Covering topics such as mobile apps consumer decision making processes and communication technologies this book is ideal for students brand executives marketing professionals researchers interested in social media technology and more Strategic Communication Management for Development and Social Change Tsietsi Mmutle, Tshepang Bright Molale, Olanrewaju Olugbenga Akinola, Olebogeng Selebi, 2023-12-13 This book is the first of its kind within the African region to combine scholarly perspectives from the fields of Strategic Communication Management and Communication for Development and Social Change It draws insights from scholars across the African continent by unravelling the complementary nature of scholarship between the two fields through the lens of prevailing governance and sustainability challenges facing African countries today This edited volume covers issues that have adversely affected the achievement of goals related to humanitarian upliftment development and social change for all African nations Consequently citizen participation which lies at the heart of these challenges when considering the question of sustainable governance and policy development for social change in an African context is addressed To this end a reflection is also made on various case studies that exist where local citizens do not inform sustainable development programmes while the promotion of bottom up development and social change is largely replaced by top down instrumental action approaches and hemispheric communication instead of strategic communication Themes explored include Communication for social change bottom up development and social movements in the local government sphere Strategic communication in governance planning and policy reforms The role of multi stakeholder partnerships in achieving development of objectives geared towards good governance in Africa Public participation protests and resistance from below Public sector health communications and development Media relations accountability and contested development narratives with the Fourth Estate Social media and eParticipation in government development programs **Basic Tenets of Public Relations and Communication** Naomi Kahiga, Francis Maina Mararo, Huda Abdelrahman Elseddige, Dr. Wilfred Nyakwanya Marube, 2022-10-31 TOPICS IN THE BOOK Influence of Consequences Frame on the Perception of Obesity among Middle Aged Women in Nairobi County Kenya Influence of Character Roles in Comedic Movies on Attitudes Towards Sexual Orientations of University Students in Kenya Examining the Prominence of the Political Corruption News in South Sudan Type of News on Political Corruption in South Sudan A Normative Reflection on the Practice of Public Relations and Corporate Communication in Kenya **ECSM 2019 6th European Conference on Social Media** Wybe Popma, Stuart Francis, 2019-06-13 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 Communications and Brand Development in Emerging Markets Volume II Ogechi Adeola, Robert E. Hinson, A. M. Sakkthivel, 2022-05-24 Advances in technology and changes in consumer buying patterns have forced businesses to alter their traditional marketing approach to incorporate contemporary ideologies that will drive customer satisfaction meet societal expectations and boot business performance for competitive advantage The unplanned ravaging effects of the covid 19 pandemic the vulnerability of our planet due to unsustainable living and the changing digital landscape require that businesses are strategically aligned to these realities in order to adapt and effectively communicate their offerings. The second of this two volume work examines marketing communications and brand development in an uncertain and changing world With specific focus on the covid 19 pandemic social responsibilities and emerging technologies this book examines how organisations in emerging economies can effectively engage in marketing communications and brand activity challenges posed by a changing world Meanwhile Volume I provides insight into contemporary issues in marketing such as brand avoidance health and personal branding and offers a futuristic perspective on marketing communications Taken together this two volume works is a definitive resource for scholars and students or marketing branding and international business The Future of Excellence in Public Relations and Communication Management Elizabeth L. Toth, 2009-03-04 The Future of Excellence in Public Relations and Communication Management brings together a stellar collection of public relations scholars to address the question What will happen to continue the seminal theory building in public relations bolstered by the work of James E Grunig and Larissa A Grunig and the groundbreaking 1992 IABC Excellence Study examining best practices in the field This volume presents a challenge to future researchers encouraging consideration of other theoretical research problems that will lead to improving the management practice of public relations This collection advances scholarly and practitioner understanding of excellence in public relations and communication management and as such public relations and communications scholars in addition to practitioners and graduate students studying these areas will benefit immensely by reading the work in this volume

<u>Eurasian Business Perspectives</u> Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Sofia Vale, 2021-03-01 This book gathers selected theoretical and empirical papers from the 29th Eurasia Business and Economics Society EBES Conference

held in Lisbon Portugal Covering diverse areas of business and management in various geographic regions it highlights the latest research on human resources management and marketing among other topics It also includes related studies that address marketing and management relevant aspects such as the impact of supervisor support on employee performance through work engagement the standardization of global logistics business operations elements to support long term B2B communication and omni channel strategies in the Marketing 4 0 paradigm **Decolonising Political Communication in** Africa Beschara Karam, Bruce Mutsvairo, 2021-07-22 This book uses decolonisation as a lens to interrogate political communication styles performance and practice in Africa and the diaspora The book interrogates the theory and practice of political communication using decolonial research methods to begin a process of self reflexivity and the creation of a new approach to knowledge production about African political communication In doing so it explores political communication approaches that might until recently have been considered subversive or dissident forms of political communication that served to challenge imposed western norms and to empower African citizens and their histories Centring African scholarship the book draws on case studies from across the continent including Zimbabwe South Africa Nigeria and Ghana This book will be of interest to students and scholars of politics media and communication in Africa The Open Access version of this book available at http www taylorfrancis com books e 9781003111962 has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4 0 license Research Handbook on Strategic Communication Jesper Falkheimer, Mats Heide, 2022-12-13 Strategic communication as a research field and a professional practice is becoming increasingly relevant for organizations Bringing together contributions from almost 60 leading international scholars this dynamic Research Handbook on Strategic Communication is a timely contribution to a vivid and developing academic field

Integrated Marketing Communications in Football Argyro Elisavet Manoli,2022-07-01 This book takes an important step forward in showing how Integrated Marketing Communications IMC have been applied within the English Premier League EPL arguably the most commercialised and watched sport league in the world and how it can and should be utilised in the context of other sports properties Drawing on cutting edge empirical research the book offers a detailed view into the marketing communications practices of EPL clubs such as brand management and communications alignment the football clubs practitioners perspectives of IMC and the integration processes taking place within the clubs It examines the key marketing communications practices that strategic IMC entails including marketing strategies and goals cross functional communication external communication management and brand management and helps researchers and practitioners to understand how IMC can have the maximum positive impact on the brand of an organisation by managing their content channels stakeholders and results This book is fascinating reading for any researcher advanced student or practitioner with an interest in sport management the business of football sport marketing or innovative approaches to marketing and business communications in other commercial spheres

One of the properties Drawing League EPL and how it can and should be utilised in the context of the world and how it can and should be utilised in the context of the world and how it can and should be utilised in the context of the world and how it can and should be utilised in the context of the world and how it can and should be utilised in the context of other specific properties.

Rospigliosi,2014-11-07 ECSM2014-Proceedings of the European Conference on Social Media Asher
Rospigliosi,Sue Greener, Marketing Communications in Emerging Economies, Volume II Thomas
Anning-Dorson,Robert E. Hinson,Stanley Coffie,Genevieve Bosah,Ibn Kailan Abdul-Hamid,2022-01-01 Drawing on the
expertise of multi disciplinary scholars from emerging economies this volume aims to share fascinating perspectives on
marketing communications by discussing the shift in the power of public relations and highlighting how the small and local
use communication effectively to improve performance and shares useful lessons on how to communicate hope by responding
to customer emotions during uncertainties The book contains valuable lessons and insights on communicating corporate
social responsibility effective social media communication enacting brand purpose through communication and using
aesthetics in point of purchase advertising to drive purchase intention It is the first of its kind to highlight key conceptual
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