



# Advertising & IMC

Principles and Practice

9e

Moriarty • Mitchell • Wells

# Principles Of Advertising And Imc With Olc And Powerweb

**Sabine Zange**



## **Principles Of Advertising And Imc With Olc And Powerweb:**

*Using Advertising and Promotion to Build Brands with Powerweb* Tom Duncan, 2001-09 This is an applied text with a strong brand message Most texts on the market teach functions but neglect integration and organization which should be the very foundation of Marketing This text answers the questions of when to use how to use and who should be involved in the interrelated functions of Marketing today This text also teaches the cost effectiveness of developing brand relationship managing the ongoing dialogue between buyer and seller and how to truly integrate the consumer into Business to business marketing vs Business to consumer marketing B2B and B2C      *Advertising & IMC* Sandra Moriarty, Nancy Mitchell, William D. Wells, 2014-03-03 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book For introductory courses in advertising An accessible well written and student friendly approach to advertising Advertising tracks the changes in today s dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to students through an accessible well written approach The Tenth edition highlights the increasing importance of consumers as the driving force in today s advertising strategies social media and the Internet evolution revolution It also includes an increased IMC and brand focus MyMarketingLab for Advertising is a total learning package MyMarketingLab is an online homework tutorial and assessment program that truly engages students in learning It helps students better prepare for class quizzes and exams resulting in better performance in the course and provides educators a dynamic set of tools for gauging individual and class progress This program will provide a better teaching and learning experience for you and your students Here s how Improve Results with MyMarketingLab MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning Increased Integrated Marketing Communication IMC Focus The broader focus of IMC in this edition includes all the various forms of marketing communication multi platform as well as multimedia and the discussion is embedded seamlessly throughout the book Keep your Course Current and Relevant New examples exercises and research findings appear throughout the text 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 0133763536 ISBN 13 9780133763539 That package includes ISBN 10 0133506886 ISBN 13 9780133506884 and ISBN 10 0133575950 ISBN 13 9780133575958 MyMarketingLab is not a self paced technology and should only be purchased when required by an instructor      **Principles of Advertising and IMC** Tom Duncan, 2004 Explains the principles and practices of advertising and other marketing communication functions This book presents various ways companies communicate with business savvy customers It also shows how and why top management demands accountability of how advertising and promotion dollars are spent It helps students develop customer relationships      Principles of Advertising & IMC Tom Duncan, 2005 Principles of Advertising and IMC 2 e by Tom Duncan explains the principles and

practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process Duncan's text presents the new ways companies communicate with business savvy customers It also shows how and why top management demands accountability of how advertising and promotion dollars are spent Principles of Advertising and IMC provides students with a basic understanding of all the major marketing communication functions the major media alternatives and the processes for integrating these activities in the most effective and efficient way in order to develop long term profitable customer relationships that build brands and create brand equity Based on feedback from reviewers author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts like channel marketing customer service direct response and personal selling to ensure a well rounded approach to the Principles of Advertising course

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