

Advertising Imc Principles And Practice 9th Edition By Sandra Moriarty Published By Prentice Hall 9th Ninth Edition 2011 Hardcover

Advertising Imc Principles And Practice 9th Edition By Sandra Moriarty Published By Prentice Hall 9th Ninth Edition 2011 Hardcover Advertising IMC Principles and Practice 9th Edition By Sandra Moriarty Published by Prentice Hall 9th Edition 2011 Hardcover Table of Contents Part I The Foundations of Integrated Marketing Communications Chapter 1 The Power of Integrated Marketing Communications to IMC The Evolution of IMC The Value of IMC The Elements of IMC The IMC Planning Process The Role of Technology in IMC Ethical Considerations in IMC Chapter 2 Marketing and the Marketing Process The Marketing Concept The Marketing Mix Marketing Segmentation Targeting and Positioning The Marketing Plan The Role of Marketing Research Strategic Marketing Decisions Chapter 3 Consumer Behavior The Consumer DecisionMaking Process Factors Influencing Consumer Behavior Consumer Perception Consumer Learning and Memory 2 Attitudes and Persuasion Consumer Involvement and Motivation Chapter 4 Communication and the IMC Process The Communication Process The Source and the Message The Channel The Receiver Noise and Feedback The Role of the Marketing Communication Manager Chapter 5 Setting Objectives and Budgeting Defining Communication Objectives Establishing Marketing Objectives Setting Budget Allocations Budgeting Methods The IMC Budget Measuring Advertising Effectiveness Part II IMC Tools and Strategies Chapter 6 Advertising Advertising Objectives and Strategies Types of Advertising Appeals The Creative Process Advertising Execution Styles Advertising Media Planning Evaluating Advertising Effectiveness Chapter 7 Public Relations Public Relations Objectives and Strategies Public Relations Tools and Techniques Measuring Public Relations Effectiveness The Role of Social Media in Public Relations Chapter 8 Sales Promotion Sales Promotion Objectives and Strategies Consumer Sales Promotion Techniques Trade Sales Promotion Techniques Measuring Sales Promotion Effectiveness Chapter 9 Direct Marketing 3 Direct Marketing Objectives and Strategies Direct Mail Catalogs Telemarketing Email Marketing Measuring Direct Marketing Effectiveness Chapter 10 Digital and Social Media Marketing The Digital Marketing Landscape Search Engine Optimization SEO Search Engine Marketing SEM Social Media Marketing Mobile Marketing Measuring Digital Marketing Effectiveness Chapter 11 Experiential Marketing Experiential Marketing Objectives and Strategies Event Marketing Guerrilla Marketing Sponsorship Measuring Experiential Marketing Effectiveness Chapter 12 Personal Selling The Role of Personal Selling The Personal Selling Process Sales Management Measuring Personal Selling Effectiveness Part III Managing IMC Chapter 13 Integrated Marketing Communications Management The Role of the IMC Manager IMC Planning and Implementation IMC Evaluation and Control Ethical Considerations in IMC Management Chapter 14 The Future of Integrated Marketing Communications Trends in IMC The Impact of Technology on IMC The Role of Big Data in IMC The Future of Advertising 4 The Future of Public Relations The Future of Sales Promotion The Future of Direct Marketing The Future of Digital Marketing Appendix Glossary of Terms Index Advertising IMC Principles and Practice is a comprehensive and up-to-date textbook that provides a thorough

introduction to the principles and practice of Integrated Marketing Communications IMC Written by acclaimed author Sandra Moriarty the 9th edition incorporates the latest developments in the field including the rise of digital marketing social media and mobile technology This text is designed for students and professionals seeking a robust understanding of IMC strategies It covers all key aspects of the discipline from the fundamentals of marketing and consumer behavior to the specific tactics and techniques of various communication channels The book provides a practical framework for developing and executing successful IMC campaigns while also emphasizing ethical considerations and the importance of measurement Key features of the book include Realworld examples and case studies Each chapter includes numerous examples of real companies and their IMC campaigns illustrating key concepts and strategies Detailed explanations and clear writing style The text is written in a clear and concise manner making complex concepts easy to understand Uptodate coverage of emerging technologies The book thoroughly discusses the impact of digital marketing social media mobile technology and big data on IMC strategies Practical tools and resources The book includes various tools and resources to help students and professionals apply IMC principles in practice Comprehensive index and glossary The book provides a comprehensive index and glossary to aid in finding specific information Advertising IMC Principles and Practice is an essential resource for anyone involved in marketing advertising public relations or any other related field It provides a thorough understanding of IMC principles and practice equipping readers with the knowledge and skills to develop and execute successful integrated marketing campaigns 5

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