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In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy.

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The changes happening in the world of advertising are leading marketers and their agencies to approach advertising and promotion from an integrated marketing communications (IMC) perspective, which calls for a "big picture" approach to planning marketing and

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promotion programs and coordinating the various communication
functions.

Communicating Brands

(PDF) INTEGRATED MARKETING COMMUNICATION

Advertising and ...

Promotion: Integrated Marketing Communication Integrated
Marketing Communication (IMC) involves the idea that a firm's
promotional efforts should be coordinated to achieve the best
combined effects of the firm's efforts. Resources are allocated to
achieve those outcomes that the firm values the most.

Advertising and Promotion: An Integrated Marketing ...

Belch/Belch's Advertising and Promotion: An Integrated Marketing
Communications Perspective draws from the authors's

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extensive research in advertising, consumer behavior, communications, marketing, sales promotion, and other fields to give students a basis for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies.

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- Emphasizes on the integration of advertising with other

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promotional-mix elements and the need to understand their role and overall contribution. - Connect: A highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

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Belch/Belch's Advertising and Promotion: An Integrated Marketing Communications Perspective draws from the authors' extensive research in advertising, consumer behavior, communications, marketing, sales promotion, and other fields to give students a basis

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for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies.

Promotion: Integrated Marketing Communication

- A stronger focus on integrated marketing communications and the promotional mix, including PR and personal selling. - Expanded coverage of contemporary topics, including: integrating e-marketing,...

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ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING ...

1. review marketing plan 2. analysis of promotional program
situation 3. analysis of communication process 4. budget
determination 5. develop integrated marketing communication
program 6. integrate and implement marketing communications
strategies 7. monitor, evaluate, and control integrated marketing
communications program

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In the book titled Advertising and Promotion, An Integrated Marketing Communications Perspective, the authors E. G. Belch (professor at San Diego State University, USA) and M. A. Belch (professor at San Diego State University, USA) explain promotion as a segment of the marketing mix, also deeply considering the perspective of integrated marketing

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