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Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers

Edd Applegate, Art Johnsen

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Students of advertising and marketing management learn many concepts and theories in their foundational courses, but real-world experiences are invaluable to understanding the decision-making process. *Cases in Advertising and Marketing Management* offers students the opportunity to apply what they have learned in previous courses to realistic situations from the business world.

The authors, a professor of advertising and an advertising agency executive, draw on their practical experiences with everyday challenges?ranging from budgets, electronic marketing, IMC, and account strategy to agency politics, overdue client payments, and ethical dilemmas. Each of the forty cases focuses on a contemporary problem or issue for students to identify and analyze, followed by discussion questions to help them work through the case toward a reasonable solution. The final chapters review important themes from the cases and look at several types of advertising and marketing positions often found in agencies or companies.

Appropriate for upper-level or capstone courses in advertising and marketing management, this provocative, highly readable text provides students with insight into the situations they will face in their future careers and helps them develop valuable skills for solving problems and making sound decisions.

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