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Integrated Advertising, Promotion, and Marketing Communications, Second Edition

Kenneth E. Clow, Donald Baack

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For courses in Integrated Marketing Communications, Advertising Principles, and Advertising and Promotions. Using a hands-on approach in which students learn to develop a complete IMC program, this text takes a broader approach than Advertising or Promotions courses. Furthermore, the text gives students an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. - NEW - 200 new advertisements. - Provides students with timely, fresh examples of various advertising and promotional tactics. - NEW - More examples of IMC plans added to IMC Plan Pro CD-Rom. - Enables students to see multiple ways of developing an IMC Plan. - NEW - IMC for the Small Business Entrepreneur chapter added. - Provides students with specific promotional tools and guidelines that address how a small business using a limited budget can reach potential customers. - NEW - Reorganized and revised for better flow - - Provides students with Information presented in a more accessible order so that it is easier for them to absorb it. - NEW - Customer Relationship Management (CRM) Information added. - Provides students with more information on how the concept of CRM is being used by businesses. - NEW - New approach to integrating ethics into IMC programs - - Provides students with an effective approach to integrating regulations and ethics into IMC programs. - NEW - Increased branding focus - - Provides students with a clearer picture of branding and its issues. - NEW - New opening vignettes - - Provides students with fresh examples that they are familiar with so that they can better understand the concepts presented. - NEW - "Building Your IMC Campaign" exercises introduced in opening vignette.

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