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global context NEW to this edition 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 Web 2.0 mobile advertising sponsorship branding direct marketing ethics and social responsibility and regulation A focus on the implications for advertising of the continuing changes in the media infrastructure and the new media funding models emerging as a result A companion website including a full instructors manual for lecturers including PowerPoint slides and extra case studies and access to full text journal articles for students [www.sagepub.co.uk/hackley](http://www.sagepub.co.uk/hackley) Packed with case studies and first hand examples gathered from leading international advertising agencies Chris Hackley succeeds in providing a lively and stimulating guide to the rapidly evolving advertising environment **Advertising & Integrated Brand Promotion, 5e**, 2009

**Advertising Management With Integrated Brand Promotion** O'guinn,2009 Integrated Advertising, Promotion and Marketing Communications Kenneth E. Clow,Donald E. Baack,2011-11-21 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 Examine advertising and promotions through the lens of integrated marketing communications The carefully integrated approach of this text blends advertising promotions and marketing communications together providing readers with the information they need to understand the process and benefits of successful IMC campaigns The fifth edition brings the material to life by incorporating professional perspectives and real world campaign stories throughout the text *Im Adv Integrated Brand Prom* Allen,SEmenik,O Guinn,2005-02

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O'guinn,Allen,Semenik,2005-03 Advertising and Promotion Chris Hackley,2005-02-16 This detailed and insightful text explains how advertising comes to cast its shadow over contemporary consumer culture Case examples are used to illustrate the power of advertising to portray brand personalities in terms that resonate with consumers across many cultures

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economics Offline Marketing and Online Marketing grade 3 55 Atlantic International University Atlantic international university course Doctorate in Marketing language English abstract This research work investigated the effectiveness of online marketing on integrated marketing communication strategy Specifically the work aimed at assessing the extent online platform improves the effectiveness of integrated marketing communication strategy To achieve the objectives of the study the researcher employed descriptive survey where the marketing sales department officers of three organization were sampled to collect relevant information regarding the effectiveness of online marketing in actualizing the goal of integrated marketing communication The organization sampled includes Coca Cola Nigeria multinational firm Uber Nigeria multinational Firm and ABC paint domestic firm in carrying out the study Information was obtained from the respondents using questionnaire instrument of data collection using 5 point Likert Scale The data was analyzed using descriptive statistics mean standard deviation Skewness etc and frequencies percentages table and graph From the research findings it was revealed that online marketing is effective in integrated marketing communication strategy of the organisation by increasing the brand awareness improves customer satisfaction easy integration and management and facilitates automation of marketing activities It was equally revealed that integrated marketing online effectiveness can be measured using a number of metrics including consumer interaction on site number of repeated visit sales volume and profits among others The researcher also discovered that the trending online marketing tools employed by most organisation includes e mail marketing social media marketing search engine marketing artificial intelligence and chartbot among others It is therefore recommended among others that organizations need to employ various artificial intelligence technology to gather as much information as they can about their customer needs psychographic geographic and demographic information to determine what marketing strategy and medium will appeal most to the targeted customers and channel more of the marketing effort towards such direction Integrated Advertising, Promotion and Marketing Communications, 4/e Kenneth E. Clow,2013

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