

## Advertising Promotion An Integrated Marketing Communications Perspective With Connect Access Card Fourth Canadian Edition

Now in its fifth edition, this popular textbook continues to provide a comprehensive insight into the world of advertising and promotional communications. Unique in its approach, the authors situate the key concepts of marketing communications from the perspective of advertising agencies and provide insight into what a career within an ad agency might be like. Their critical approach grounded in up-to-date research allows the reader to develop an interdisciplinary understanding of marketing and advertising, including business, socio-cultural, media studies and consumer culture theory perspectives. Along with striking full colour visual advertisements and illustrations, new examples and case studies, this fifth edition has been fully updated to include: Two brand new chapters on Social Media Advertising and Digital Advertising Commentary on how the COVID-19 pandemic has and will impact advertising The evolving role of advertising agencies in the post digital era Emerging forms of advertising and promotion, including the role of influencers In this 10th edition, Belch/Belch introduces students to the fast-changing field of advertising and promotion. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organisations' promotional programs than just advertising. 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 promotion programs and coordinating the various communication functions. To understand the role of advertising and promotion in today's business world, one must recognise how a firm can use all the promotional tools to communicate with its customers. This 10th edition, with its integrated marketing communications perspective (the theme of the text), catapults the reader into the business practices of the 21st century.

The eighth edition of Shimp's market-leading INTEGRATED MARKETING COMMUNICATIONS IN ADVERTISING AND PROMOTION, International Edition fully integrates all aspects of marketing communication. While continuing to focus on the time honored IMC methods, the text reflects new academic literature and practitioner developments in the field. Some reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus of the revision. Changes include earlier coverage of new brands (ch. 3), the latest in various forms of Internet advertising (ch. 13), a new chapter (18) on PR and word-of-mouth management, and expanded coverage environmental issues regarding global warming and sustainability in a newly-organized ethics chapter (21).

ADVERTISING AND INTEGRATED BRAND PROMOTION, FOURTH EDITION is highly visual and provides an integrated learning experience for the student. The new edition continues the tradition of delivering a solid understanding of advertising strategy, through a clearly written text as well as through the most contemporary ads. The table of contents follows the same process as an advertising agency. Like other aspects of business, good advertising is the result of hard work and careful planning. The new edition of Advertising and Integrated Brand Promotion illustrates how to best accomplish this.

To effectively plan, implement, and evaluate Integrated Marketing Communications (IMC) programs, one must understand the overall marketing process, consumer behavior, and communications theory. 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 for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies. In addition to thorough coverage of advertising, Belch's eleventh edition has chapters on sales promotion, direct marketing, the Internet including social media and mobile marketing, support media such as outdoor advertising, product placement and integration, and publicity/public relations, with emphasis on the integration of advertising with other promotional-mix elements and the need to understand their role and overall contribution.

Designed to meet the needs of the business student, this text provides balanced coverage of all communication tools-advertising, personal selling, sales promotion, sponsorship, direct marketing, point-of-purchase, public relations, and Internet communications. Unlike other books, this unique text teaches future business professionals how all the promotional tools work. More importantly, it teaches them how to integrate their use for maximum effect.

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges Principles of Integrated Marketing Communications: An Evidence-based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are adapted for the aims of their organisations. This edition has been thoroughly revised and each chapter includes: case studies of significant and award-winning campaigns from both Australian and international brands that illustrate the application of explored concepts; discussion and case study questions that enable readers to critically evaluate concepts and campaigns; a managerial application section that illustrates how concepts can be applied effectively in a real situation; a 'further thinking' section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

Now in its third edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks

students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion.

This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to-business buyer behavior, promotions opportunity analysis, advertising management, advertising design, both theoretical and executional frameworks, IMC promotional tools and integration tools. For marketing professionals and ad agency account executives.

"A readable and absorbing account of what advertising people try to achieve (whether or not they know quite how or why), grounded in Chris Hackley's real and recent acquaintance with the practicalities of advertising, as well as its principles.... He minimises the inevitable jargon of linguistics and communication theory. His own language is always accurate and clear, and often engaging. The well managed flow from chapter to chapter sustains interest and enjoyment. I read the book from cover to cover in one sitting." - INTERNATIONAL JOURNAL OF ADVERTISING "Professor Hackley's book provides a timely reminder to student and practitioner alike that advertising continues to play a key role in the successful planning and implementation of marketing communications. Underpinned by a series of topical and often thought-provoking illustrations, this work not only explains how advertising is developed, but also presents the discipline in the wider context of socio-cultural and linguistic research. Working from a practical advertising management basis, the text raises some key issues for advertising as focus for academic and intellectual study." - Chris Blackburn, The Business School, Oxford Brookes University, formerly Account Director at Foote, Cone & Belding, Leagas Delaney and Boase Massimi Pollitt "Dr Hackley has an uncommon approach to advertising. His book combines the abstract theory of advertising and its effects with a hard-nosed practical approach. It is a guide to understanding and appreciating advertising and a way to understand how and why advertising works or why it does not. I think that this book is a fine text for students. Even more, it deserves to be read by advertising practitioners." - Arthur J. Kover, former editor of the Journal of Advertising Research, Management Fellow at the Yale School of Management Advertising and Promotion is not only a detailed and insightful account of how advertising is created; the book also explains how advertising comes to cast its all-enveloping shadow over contemporary consumer culture. Many case examples drawn from major international campaigns are used to illustrate the power of advertising to portray brand 'personalities' in terms that resonate with consumers across many cultures. It contains detailed coverage of the major areas of advertising and marketing communications but it is not a simplistic treatment. Advertising and Promotion takes a novel intellectual approach and draws on concepts from the wider humanities and social sciences to cast fresh light on an over-familiar subject matter. It uniquely combines detailed case information, current research and lively topical issues to offer an authoritative and comprehensive account of advertising's pre-eminent role in contemporary marketing communications. It is an advanced student text, a reflective practitioner's handbook and an insightful account for the general reader.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- 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.

Under the contemporary business conditions of hyper-competition, incessant change and pressure for growth and profitability, better management of marketing budgets has become an imperative for companies. In addition, properly monitoring and measuring marketing and brand communication strategies and tactics has become a critical factor for success across the geographic and typological organisational spectrum. This book explores how appropriately applied management initiatives on marketing and brand communications, through defined and measured consumer-centred processes, can be more successful and provide significant marketing return on investment (ROI). Moreover, the notions, methods and approaches described here ultimately constitute the tools of developing, measuring and improving strategy design and implementation. In addition, they are linked to a number of wider business goals, such as increased customer basis, stronger customer relationships, cost control, increased consumer loyalty, and brand building. In this vein, the book proposes various means of generating greater returns from marketing and brand investments, maximising both their efficiency and effectiveness. This, in turn, allows for greater financial resources to be reinvested towards consumer and employee satisfaction, strengthening the stability and viability of the company.

This book is an up-to-date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing, advertising, and promotion. It provides essential information about planning, implementing, and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy. The author describes the processes and considerations needed to appeal to consumers, identifying how geographic segmentation, timing, competitive environments, and cost contribute to planning. He considers the integration of digital technology, such as social media platforms and mobile apps, and how these can be used for advertising, sales promotion, and public relations. The book's concise, easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful

demonstrations. Students are given the opportunity to prepare their own integrated marketing communication plan based on consumer, product, and market research along with original creative materials and media spreadsheets. Students of marketing communication, advertising and promotion, and digital marketing will love this book's abbreviated, but thorough format. An interactive companion website rounds out a stellar set of features that encourage quick understanding, participation, and utilization of IMC concepts.

Readers explore all aspects of marketing communications, from time-honored methods to the newest developments in the field with the market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Emerging topics get special attention as readers study today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC book on the market address must-know changes to environmental, regulatory, and ethical issues; marcom insights; place-based applications; privacy; global marketing; and, of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

For advertising courses. Integrated advertising and marketing communications taught through real-life application Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted. This text covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. To help students retain ideas, each chapter includes tools that allow students to apply concepts to real-life situations. The 8th Edition includes extensive analysis of social media, Internet blogs, and mobile helping students understand the vital links marketers use to connect with consumers. Pearson MyLab Marketing not included. Students, if MyLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab should only be purchased when required by an instructor. Instructors, contact your Pearson rep for more information. MyLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

For undergraduate Advertising and Integrated Marketing Communication courses. A Modern Guide to Integrated Marketing Communications Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. MyMarketingLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. Please note that the product you are purchasing does not include MyMarketingLab. MyMarketingLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyMarketingLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyMarketingLab to accelerate your learning? You need both an access card and a course ID to access MyMarketingLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyMarketingLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyMarketingLab (ISBN:9781292093741) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to [www.MyMarketingLab.com](http://www.MyMarketingLab.com) to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit [www.pearsoned.co.uk/relocator](http://www.pearsoned.co.uk/relocator)

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This bestselling text offers a new synthesis of literature, theory, practice, and research in advertising and promotion. It brings together the managerial focus of advertising and

agency operations with a consumer cultural focus on the social and ethical role of advertising. The Second Edition provides a stronger focus on integrated marketing communications and the promotional mix, more coverage of e-marketing and social media, and a focus on the implications for advertising of the continuing changes in the media infrastructure and the new media funding models emerging. Packed with case studies and first-hand examples gathered from leading international advertising agencies, Chris Hackley succeeds in providing a lively and stimulating introduction to the rapidly evolving advertising environment.

Introduction to Advertising and Promotion An Integrated Marketing Communications Perspective McGraw-Hill/Irwin Advertising and Promotion Communicating Brands SAGE In the increasingly competitive global market, successful and meaningful intercultural advertising plays a key role in reaching out to consumers from diverse language and cultural backgrounds. Therefore, it is crucial for individuals and businesses to be able to navigate the field of marketing communications to cut through the noise in a consumerist society to persuade their target audience. The Role of Language and Symbols in Promotional Strategies and Marketing Schemes provides emerging research exploring the theoretical and practical aspects of the power of words and symbols used in promotional strategies and marketing schemes. Featuring coverage on a broad range of topics such as shock advertising, branding, and celebrity endorsement, this book is ideally designed for marketers, managers, business professionals, academicians, researchers, and graduate-level students seeking current research on the use of language and symbols in marketing tactics.

Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success. 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. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, (the theme of the text), catapults the reader into the business practices of the 21st century.

'Bridges the academic gap between textbook and leading edge marketing thinking. It has been substantially revised and is particularly strong on electronic media and their current marketing usage' - Ros Masterson, De Montfort University, Leicester, UK 'Lucid, insightful, an inspiration for even more creative communications and a treat for the mind. A must read for all wanting to better understand advertising and promotions' - Leslie de Chernatony Professor of Brand Marketing, Università della Svizzera Italiana, Lugano, Switzerland and Aston Business School, UK The eagerly-awaited Second Edition of Advertising and Promotion continues to provide a highly readable and authoritative introduction to the key concepts and issues for the study of advertising and promotional communication in a 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, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS integrates all aspects of marketing communication. Complete with updates on new literature and practitioner developments, this text offers a comprehensive treatment on the fundamentals of advertising and promotion. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Overview: Belch/Belch 9th edition continues its Advertising focus with an emphasis on IMC. It includes very comprehensive coverage of Agency issues and creative work and how it is related to the IMC mix. The authors understand that marketers must look beyond traditional media in order to achieve success. 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. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective (the theme of the text) catapults the reader into the business practices of the 21st century.

Introduces the fundamental of integrated marketing communications. Provides an overview of the nature and function of marketing communications. Looks at the adoption and diffusion processes and examines the role of marketing communications in facilitating these processes and achieving acceptance for new products. Describes the initial elements responsible for a brand's image, namely the brand name, logo, and package.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Appropriate for introductory university and college courses in Advertising, Marketing Communications, and Promotions. This full colour text focuses on the wide range of areas included in marketing communications and the tools and techniques needed to create an integrated approach. The goal is to present the wide range of communication messages and the sources that produce them and then illustrate how they can be used for maximum efficiency through a coordinated planning process.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been

redeemed previously and you may have to purchase a new access code. Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Directed primarily toward undergraduate Marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. 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. 0133131017 / 9780133131017 Integrated Advertising, Promotion, and Marketing Communications Plus NEW MyMarketingLab with Pearson eText -- Access Card Package Package consists of 0133112934 / 9780133112931 NEW MyMarketingLab with Pearson eText -- Standalone Access Card -- 0133126242 / 9780133126242 Integrated Advertising, Promotion, and Marketing Communications

Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success. 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. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, (the theme of the text), catapults the reader into the business practices of the 21st century. AdSim is an Advertising Simulation set in the consumer electronics industry where students are required to make decisions about Agency selection; Brand positioning and messages; Media Selection, including traditional and non-traditional; Market Research, both ordering and interpreting; and Budgeting. This simulation, created by SmartSims, provides a highly engaging means of developing a real understanding and appreciation of the fundamentals and dynamics of communications, advertising and promotion in business. AdSim challenges students to apply recently learned concepts, principles and explained practices in development of overall communications, advertising and promotion campaigns, whether against the computer in the Single-Player version or in direct competition with their peers in the Multi-Player version. AdSim for Belch is a learning companion to Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e by George and Micheal Belch and has been modeled on the contemporary US DVD-Player Market. Using this simulation, students will develop:• An understanding of the factors involved in the development of an advertising and promotion in a highly competitive market. • Insights into selecting different media for specific communications goals and target markets while being constrained by a fixed budget. • Insights into the importance market and media research. • Insights into the influence of brand awareness and on-going measurement. • A better appreciation of the concepts of an integrated marketing communication approach. • Critical decision-making and team participation skills in an interactive learning environment.

Belch, Belch, Kerr and Powell provide the ideal student-centered introduction to the fast-changing field of integrated marketing communications. Technologies such as the convergence of the internet, mobile devices, and traditional channels are changing the way companies use marketing tools to communicate with their customers. The third edition of this market-leading text has been extensively revised to examine how cutting-edge developments are impacting the IMC program of marketers. All vignettes, cases and boxes showcasing specific examples of how companies and their communications agencies are using integrated marketing communications are new or updated. They provide engaging insights into the most current and popular campaigns being used by marketers and the key current trends and developments taking place in the advertising world. A wealth of online resources enable students to test their own knowledge of core concepts and apply the theory in practical exercises. With a pre-paid AdForum subscription students can stay completely up to date with latest and best examples of integrated marketing communications from industry.

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