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Integrated Marketing Communications A Systems Approach

Sunil Dharmappa



Integrated Marketing Communications A Systems Approach:

Integrated Marketing Communications M. Joseph Sirgy, 2004 **A Primer for Integrated Marketing Communications** Philip Kitchen, Patrick de Pelsmacker, 2004-08-02 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 *Integrated Marketing Communications* Philip J. Kitchen, Patrick de Pelsmacker, 2004 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 **Integrated Marketing Communications** Sirgy, 1998-01-01 **Integrated Marketing Communication** Jerry Kliatchko, 2019-10-29 This volume represents a valuable resource for students academics teachers and researchers and practitioners in the field of integrated marketing communication IMC It provides a foundation detailing the principles tenets and practices of IMC before presenting a step by step process of preparing and executing the process for any given brand **Integrated Marketing Communication** Christina L. McDowell Marinchak, Jeanne M. Persuit, 2016-09-22 *Integrated Marketing Communication* IMC is a holistic approach to the areas of advertising public relations branding promotions event and experiential marketing and related fields of strategic communication *Integrated Marketing Communication Creating Spaces for Engagement* explores how IMC can open up spaces for engagement in our classrooms and our communities The breadth of the contributors is in the spirit of IMC examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches with particular emphasis on rhetoric philosophy of communication qualitative research and historical perspectives in IMC Moreover each chapter considers IMC from a different communicative perspective including strategic communication philosophy of communication rhetorical theory health communication crisis and risk communication communication theory and mass communication *Integrated Marketing Communications* M. Joseph Sirgy, 1998 This advanced strategic marketing communications management text introduces advertising by objectives and takes a strong behavioural approach

Its focus is on strategic decision operating **Revisiting the Concept of Integrated Marketing Communications** ,1998
International Journal of Advertising ,1998 **Study of the Effectiveness of Online Marketing on Integrated**
Marketing Communication Sunil Dharmappa,2018-12-20 Doctoral Thesis Dissertation from the year 2018 in the subject
Business 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 chatbot 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 Media Selling Charles Warner,2009-05-04 This newly revised and updated
edition of Media Selling addresses the significant changes that have taken place in media industries over the last few years
while continuing as a seminal resource for information on media sales A classic in this field this book has long served
students and professionals in broadcasting and media industries as an indispensable tool for learning training and mastering
sales techniques for electronic media Addresses the unprecedented consolidation and sweeping change faced by media
industries in recent years and now features greatly expanded coverage of the Internet including video streaming and the
impact of social network sites Covers a broad span of media industries and issues including electronic media newspapers
magazines outdoor billboard promotion sales ethics emotional intelligence and interactive media selling Fully updated to

include much greater focus on national and international media sales issues as well as expanded coverage of network level selling product placement sales promotion use of market data *The Customer Experience Model* Adyl Aliekperov, 2020-10-01 For any company defining the most efficient marketing concept to create a competitive customer experience CX is vital for sustained development The focus of this research is the creation of a comprehensible practical approach to the development of client experience the Customer Experience Model CXM The practical application of the CX model will allow companies to create value for their customers and key stakeholders thus generating the necessary profit and building conditions for further development Balancing academic research and real world applications The Customer Experience Model provides a framework that readers can understand and utilize to implement improvements in a company In this work the readers also will learn about application in customer experience formation of such concepts as systems thinking learning organization Lewinian Experiential learning cycle The role of a leader in the formation of an effective customer experience will be shown as well Also the readers will get an obvious idea of how to plan customer experience and measure its effectiveness The Customer Experience Model shows the latest state of knowledge on the topic and will be of interest both to students of business schools and universities at an advanced level academics and reflective practitioners in the fields of leadership organizational studies marketing and strategic management and consulting **Marketing Communications** Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context *Communication Theories for Everyday Life* Stephen D. Perry, Mary Anne Moffitt, 2004 *Communication Theories for Everyday Life* introduces readers to the complexities of theories in communication studies mass communication and public relations emphasizing their connection to everyday life Instead of utilizing a theory a day approach this text cuts across content areas and clusters related theories making them easier for readers to process and apply to real life situations *Communication Theories for Everyday Life* also addresses theories in emerging areas and growing fields such as media research organizational communication and computer mediated communication while still featuring the traditional theories that always have defined the field Features Contextualizes theory with an introductory chapter in each of the main content areas that introduces the theories and research in the field showing students how the theories developed Features new theories and subject areas not present in most traditional communication theory textbooks including new interactive technologies feminist scholarship British cultural studies semiotics postmodernism and critical race theory Emphasizes the application of some theories across many subject areas through headings in the form of questions that encourage students to process material and explore for themselves how theories and content apply to their lives Uses case study chapters that demonstrate to students how each subject area would use theory to solve or understand issues in everyday life Reviews theories for the three main genres of communication communication

studies mass communication and public relations with balanced coverage examining the unique contributions each area has made to the field of communication as a whole Page 1 of 1 *Journal of Integrated Communications*, 2000 **Promotion in the Merchandising Environment** Kristen K. Swanson, Judith C. Everett, 2000 This comprehensive guide introduces promotion strategies and techniques that can be used in a fashion environment or transferred to other disciplines or product categories Using international examples the book takes a global perspective An Integrated Marketing Communications IMC point of view is present throughout In addition to covering the role and organisational structure of promotion and advertising and the creative elements involved the text examines all the components of the promotion mix Unlike other books in the field it considers both personal and non personal techniques **Mass Media**, 2006 *Managing Business and Professional Communication* Carley H. Dodd, 2008 Business and Professional Communication provides the reader with the strategies they need to effectively manage communication challenges in the workplace Tailoring relevant communication concepts to the unique demands of the workplace environment Business and Professional Communications surpasses the coverage of traditional communication books to address the most recent surveys of expected workplace competencies exhibiting leadership managing organizational culture communication style differences and conflict dealing with difficult people improving diversity and intercultural communication and interviewing selling and negotiating successfully Business and Professional Communication not only prepares the reader for relevant informative and persuasive public presentations in the workplace but also prepares them for managing cultural diversity sales customer service audits briefings reports team building and other communication proficiencies vital for success in the modern workplace **The Psychology of Consumer Behavior** Rom J. Markin, 1969 **The Handbook of Strategic Public Relations and Integrated Marketing Communications 2/E** Clarke Caywood, 2011-12-28 The Definitive Guide to PR and Communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate

exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for success for many years to come Praise for The Handbook of Strategic Public Relations and Integrated Marketing Communications The second edition of the Handbook of Strategic Public Relations and Integrated Marketing Communications is very impressive in its coverage of trends tools industries and challenges Every marketer needs to have a copy Philip Kotler Kellogg School of Management Northwestern University author of Marketing 3 0M The massively updated Handbook of Strategic Public Relations and Integrated Marketing Communications is the go to source for an overview of the fast changing field of PR and the central role it plays in marketing An easy to read m lange of case studies from a wide variety of industries commentaries on trends in the field and insights on the links between theory and practice it guides the reader through an increasingly complex and ubiquitous discipline Jerry Swerling Professor and Director of Public Relations Studies and Director of Strategic Communication PR Center Annenberg School for Communication and Journalism University of Southern California The Handbook is a fresh look at strategic public relations with great insights from top public relations professionals Invaluable advice and a must read for all PR practitioners Jane Ostrander Vice President Global Communications Tenneco Few writers and even fewer thinkers in the world of public relations have the breadth and depth of experience shown by Clarke Caywood The Second Edition of his Handbook of Strategic Public Relations demonstrates that range of experience in exquisite detail Assembled here you ll find the finest minds and biggest names in the profession No PR practitioner or student of the art can afford to be without this superb collection James S O Rourke IV Ph D Teaching Professor of Management Mendoza College of Business University of Notre Dame A must read that gives an ever greater importance to the human person as a stakeholder and the object for which an organization is driven to do good as a cornerstone for profitability Jerry G Kliatchko Ph D Dean School of Communication University of Asia and the Pacific UA P Manila Philippines How can companies survive in the era of global competition This book offers valuable clues from the perspective of managing a successful relationship with its stakeholders Kimihiko Kondo Dean and Professor of Marketing Graduate School of Business Otaru University of Commerce Otaru Hokkaido Japan Caywood s stakeholder approach distinguishes PR from other management fields His book fully covers the stakeholder challenge across industries Debbie Treise Ph D Professor Associate Dean Graduate Studies College of Journalism and Communications University of Florida This second edition will certainly provide readers with an advanced understanding of public relations in a rapidly changing IMC environment Dean M Krugman Professor Emeritus Department of Advertising and Public Relations University of Georgia Clarke Caywood s PR Handbook provides invaluable counsel on every major issue facing today s public relations practitioner Non PR executives also will gain important communication insights from 70 of the greatest minds in public relations Ron

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