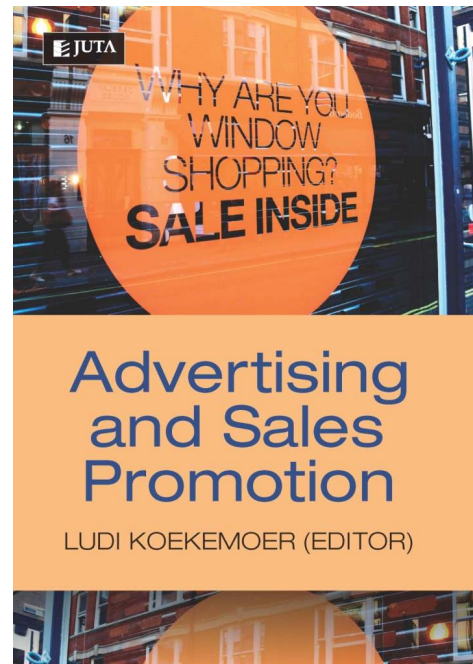


Advertising and Sales Promotion

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About this Publication:

Advances in technology and the change in customer profiles have changed advertising and sales as they have traditionally been conceived, forever. Marketers need to adapt their advertising and sales approaches in order to reach their rapidly changing market and keep up with their clients and customers. *Advertising and Sales Promotion* focuses on the main advertising media and sales approaches and the impact these have on the demands and pace of effective, persuasive communication in the current digital age.

Key Benefits

- An overview of the past, present and future of integrated marketing communication (IMC)
- Planning and campaign tactics
- Advertising
- Media planning
- Personal selling
- Public relations and word-of-mouth management
- Sponsorship and event marketing

Contents Include:

Chapter 1: Integrated marketing communication: past
Chapter 2: Marketing communication planning and
Chapter 3: Advertising
Chapter 4: Advertising media and media planning
Chapter 5: Personal selling
Chapter 6: Public relations and word-of-mouth
Chapter 7: Sponsorship and event marketing
Chapter 8: Evaluating the effectiveness of the IMC tool

Of Interest and Benefit to:

This book is written for students and practitioners alike and uses a practical approach to explore and explain theoretical principles. The authors are experienced marketers and scholars in the field of advertising and sales, helping to make the book more applicable to everyday life in the business world.