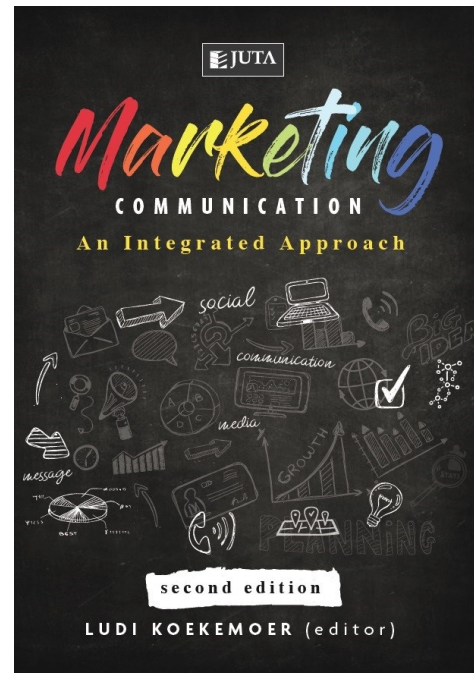


Marketing Communication: An Integrated Approach

Edition: 2nd Edition
Publication date: 2020
Author/Editors: Koekemoer, L
eISBN: 9781485130383
Format: eBook
Number of Pages: 528
Retail price: R331.00 (incl. VAT)
Website Link: juta.co.za/pdf/25942/



About this Publication:

The world of integrated marketing communication (IMC) has changed dramatically over the last 10 years, due in large part to the expansion and advances in digital media technology. These changes have affected clients, consumers and advertisers alike. *Marketing Communication: An integrated approach* 2nd edition deals with the past, present and future of IMC and the impact this has had on the pace and demands of effective persuasive communication in the current digital age. It is also the first IMC textbook to cover in detail alternative communication strategies and how their unconventional and disruptive tactics have been integrated into our daily lives. Self-study questions per chapter have also been included in this edition.

Contents Include:

- Chapter 1: Integrated marketing communication: past, present and future – *Ludi Koekemoer*
- Chapter 2: Factors influencing marketing communication decisions – *Minette Koekemoer*
- Chapter 3: Marketing communication planning and campaign tactics – *Ludi Koekemoer*
- Chapter 4: Persuasive communication – *Ludi Koekemoer*
- Chapter 5: Advertising – *Ludi Koekemoer*
- Chapter 6: Advertising creativity – *Ludi Koekemoer*
- Chapter 7: Advertising media and media planning – *Ludi Koekemoer*
- Chapter 8: Personal selling – *Mike Cant*
- Chapter 9: Shopper marketing – *Mortimer Harvey*
- Chapter 10: Direct response and database marketing – *Steve Bird*
- Chapter 11: Public relations and word-of-mouth management – *Mike Cant*
- Chapter 12: Sponsorship and event marketing – *Mike Cant*
- Chapter 13: Alternative communication channels – *Andrea Crystal*
- Chapter 14: Digital media marketing – *Ryan Sauer*
- Chapter 15: Evaluating the effectiveness of the IMC tools – *Mike Cant*
- Assessment questions per chapter

Of Interest and Benefit to:

- First-year and undergraduate students in marketing and business degree programmes.
- Marketing communication practitioners