



Integrated Advertising, Promotion and Marketing Communications (4th Edition)

By *Kenneth E. Clow, Donald E. Baack*

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Clow and Baack examine advertising and promotions through the lens of integrated marketing communications.

Integrated Marketing Communications; Corporate Image and Brand Management; Buyer Behaviors; Promotions Opportunity Analysis; Advertising Management; Advertising Design: Theoretical Frameworks and Types of Appeals; Advertising Design: Message Strategies and Executional; Advertising Media Selection; E-active Marketing; Alternative Marketing; Database and Direct Response Marketing; Sales Promotions; Public Relations and Sponsorship Programs; Regulations and Ethical Concerns; Evaluating an Integrated Marketing Program

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.

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Editorial Review

From the Back Cover

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.

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The best way to learn integrated advertising, promotions, and marketing communications is with an integrated learning package. The best way to teach integrated advertising, promotions, and marketing communication is with an integrated teaching package.

We wrote this book and created the supplements because we thought the current teaching and learning materials fall short of the integration that is paramount with this course. Teaching supplements sometimes work with the text the student has, which is progress. But what about the student? For this particular course, students are often given textbooks and sometimes study guides. The textbooks are colorful, but they are linear, and the study guide is just another add-on piece that is not carefully integrated. This leads to a curious situation. While they are being asked to learn the value of integrated communications, students are not offered an integrated learning package.

The primary goal of this project is to do more than simply provide a textbook with a few extra supplements. Students must have a range of fully integrated learning materials that takes them beyond the textbook. Professors must have a range of fully integrated teaching supplements.

the student integrated learning package

To learn this material properly, students must first have a text that engages them. Next students must go outside of the text and learn by doing.

The text has many features designed to grab the student's interest.

Lead-in vignettes

Each chapter begins with a vignette that is in some way related to the topic being presented as well as ideas found in other chapters. The majority of the vignettes revolve around success stories in companies students will recognize, such as Starbucks and Papa John's Pizza. Others are designed to attract reader interest by being somewhat quirky, such as the discussion of subliminal advertising techniques (Chapter Eight) and the use of white space in ads (Chapter Nine).

Business-to-business marketing concepts

A large number of marketing students are likely to find that they eventually will hold jobs that emphasize sales to other businesses. Why not highlight a topic likely to be of great interest to them? Therefore, a business-to-business component has been added to nearly every aspect of this text. Examples, cases, text illustrations, and Internet exercises all incorporate this element. We even include a complete exploration of the business component in Chapter Six, Business-to-Business Buyer Behaviors.

International marketing discussions

Students typically are curious about the greater world around them. Yet, international issues often are an add-on toward the end of chapters. While there are some separate discussions of international issues, this book also features international examples where they mesh naturally with the material being presented. Further, international cases are incorporated with others, and Internet materials also lead students to discover a more integrated approach to advertising, promotions, and marketing communications both at home and abroad.

Communication action boxes

Students need to know how to apply concepts. In each chapter, two key illustrations of the subject matter are presented in Communication action boxes. They include business-to-business, consumer, and international examples, as well as illustrations from actual firms. In addition, interviews with members of the marketing/advertising field are presented in some of these boxes. The interviews add depth and a "real world" feel to the materials presented in the chapters.

Implications for decision makers

Students want to know how to apply concepts to make decisions. At the conclusion of each chapter, a short bulleted presentation is given, relating key chapter ideas to various decision makers. These sections are not simple reviews of the subject matter. They assist in the integration of materials by helping students "think like marketing managers" in various jobs and positions in the field.

Key terms glossary

Students need appropriate review material in the text. In the end-of-chapter materials, a glossary of key terms and their definitions is provided. The terms are displayed in the order in which they appear in the chapter. When combined with the textbook's index, there is ready access to each new term that is presented.

Discussion and critical thinking exercises

Also, in the end-of-chapter materials, several short scenarios and cases are presented to help students review chapter concepts and apply them in various settings. Internet exercises lead students to individual Web sites to assess the quality of the advertising or Web page. Innovative approaches, such as asking students to prepare and evaluate various kinds of advertisements and advertising campaigns, are also suggested.

Application exercises

At the conclusion of each chapter, two application exercises are provided. These cases are fictitious, and assist student learning by providing plausible scenarios that require thought and review of chapter materials in order to be successfully completed. As a result, they help students conceptually understand individual

chapter components as well as larger and more general marketing issues.

This is not all. The text forces students to grapple with the material by driving them outside of the text to learn by doing. This is done in two key ways.

Integrated Learning Experience

At key points in each chapter the text guides students to the Internet where they can access information that ties into the subject matter and also provides additional materials beyond what is in the text. These places are marked in the book and are also highlighted on the Instructor's Teaching CD-ROM. This makes it possible for the instructor to go directly to a Web site while using PowerPoint slides. Also, the professor will have access to additional Internet resources. This unique feature brings the power of the Web directly into the classroom. It also contributes a wealth of supplementary information to course materials.

Building Your IMC Campaign exercises

Near the conclusion of each chapter, students are given an exercise that leads them to develop their own IMC program, from start to finish. Each exercise helps students apply chapter theories to their products and IMC program, and they build upon each other. Suggested products are generic in nature, including bottled water, an ink pen, a perfume or cologne, an Internet service, and a customer service.

Advertising Plan Pro

As a part of this IMC Campaign Building, students can use a professional advertising planning software program, produced by Palo Alto software. We feel so strongly about this program that we have included it in the back of every student copy of the text, at no extra charge. This software can be used for the campaign, and then can be used by the student for other courses and after graduation. We think this is a great value for the student.

Thus, the student is given an integrated learning package by having a text that engages, opportunities to go beyond the text and learn by doing Internet exercises and building an IMC campaign, and a professional piece of software to make the task easier.

the instructor integrated teaching package

The best way to teach integrated advertising, promotions, and marketing communications is with an integrated teaching package. We have authored all of the supplements except the videos to make sure everything works together. And with the videos, we have taken an active role in their development. Here are the instructor supplements:

PowerPoint CD-ROM

The PowerPoint presentation features print advertisements, logical content builds (through animation), discussion questions, Web links, and over 45 digitized TV commercials and recorded interviews with marketing experts. The print ads not only include ads from the text but also approximately 45 additional ads. These elements are not simply collected or included; they are integrated. Advance to a slide, visit some of the Web sites included, watch a video clip, and then answer questions about what was viewed on the Web sites and in the video. The print advertisements are accompanied by questions or captions relating them to the concepts presented in the text. Stop signs point to integrated learning experiences where links take the class to an interesting web site. And at the end of every chapter's PowerPoint set, as in the textbook, there is

a slide for building an IMC campaign.

Web site

The interactive portal contains chapter objectives, faculty resources, and links to company sites referenced in the text. Study guide questions for each chapter can be assigned, and students can e-mail results—complete with a grade report—directly to instructors. The Companion Web site also includes details and information to direct students through the process of building their IMC campaign, and can serve as an alternative for those who cannot use Advertising Plan Pro for whatever reason. On the faculty side, the PowerPoint slides, Instructor's Manual, and other resources may be accessed.

Instructor's Manual

We prepared this resource to provide comprehensive support and suggestions for instructors. A complete outline for each chapter includes keywords and definitions, important themes, and references to text figures. Review questions, discussion questions, and application questions are all answered thoroughly by the authors, and chapter-opening vignettes are explained. A separate IMC section offers guidance and solutions to the Building an IMC Campaign activities.

Test Bank

We created numerous true-false and multiple-choice questions to help evaluate student understanding of chapter concepts. Approximately ten short-answer questions for each chapter are included. All answers include page references so that instructors can provide feedback to students. The test bank is also available in electronic format. Test Manager software helps instructors create tests of varying difficulties, question styles, and lengths. The program also includes a user database, where student records can be kept. A course database allows an instructor to conveniently access all of his or her courses, and a test database provides a place to store completed tests for editing and later use.

Instructor's Resource CD-ROM

The IR-CDROM contains additional materials for instructors to bring into class, including figures from the book, a version of the electronic test bank, and some advertisements not found in the text.

Advertisement Transparencies

In order to provide many illustrations of important chapter concepts, the Advertisement Transparencies contain 75 print advertisements for instructors to display in class, approximately 50 not found in the text.

The Prentice-Hall advertising video library

Those who adopt the text will have access to video segments, approximately one for each chapter in the text. Video segments cover such things as the Got Milk campaign, the WNBA, NASCAR, NIKE, and Starbucks.

ORGANIZATION OF THE TEXTBOOK

One of the most difficult problems many firms experience is simply being heard in a cluttered marketplace. The past decade has introduced numerous new ways to vend products, and many new venues to promote those items. The secret to an effective advertising, promotions, and integrated marketing communications program is to develop the one clear voice that will be heard over the din of so many ads and marketing

tactics. Meeting this challenge involves bringing together every aspect of the firm's marketing efforts.

PART ONE

Chapter One presents a basic model of communication and describes how it applies to marketing products and services. An overview of the entire IMC approach is presented with the analogy of a baseball as a guiding theme. The baseball has an inner core (Section Two: The Integrated Communications Foundation), twine wrapped around the core (Section Three: Advertising), a cover (Section Four: The Promotional Mix), and is held together by seams (Section Five: Communications Tools).

Chapter Two describes the ethical, legal, and social responsibilities that apply to the course. Various criticisms of the profession are outlined and discussed.

PART TWO

These four chapters represent the core of an advertising and promotions program. They are vital steps in understanding the nature of the marketplace and the processes by which purchase decisions are made.

Chapter Three outlines the first step to developing an IMC model, which is the promotions opportunity analysis program. Market segmentation in consumer and business-to-business settings is also presented.

Chapter Four states the importance of a quality brand name and describes various kinds of brands and logos. Also, the nature of image management is detailed.

Chapter Five reviews the steps of the consumer buyer behavior process. Individual decision-making models are noted. Tactics to influence buyers are also described.

Chapter Six is a presentation of buying decisions made in business-to-business situations. The roles played by members of the buying center are discussed. Methods that can be used to reach individual members are suggested.

PART THREE

The actual advertising program is a major component of the IMC approach. Therefore, four chapters are devoted to explaining advertising in detail, incorporating the viewpoints of the advertising agency account executive, media planners and buyers, creatives, and the company seeking the assistance from the agency.

Chapter Seven describes the overall process of managing an ad campaign. Selection criteria to be used in choosing an agency are provided.

Chapter Eight reviews the various media, including their advantages and disadvantages. Methods for choosing media are also described. Considerations of reach and frequency are also discussed.

Chapter Nine analyzes the various kinds of appeals that can be used in actual ads. Sex, fear, rational approaches, and others are noted. Advantages of each type of appeal are given.

Chapter Ten completes the advertising model by explaining the individual executional frameworks that are available. Also, tactics for discovering the effectiveness of a campaign are noted.

PART FOUR

A fully integrated marketing communications approach requires the inclusion of the other parts of the program. Many customers are convinced to make purchases through the use of methods besides advertisements. This is especially true in the business-to-business arena. As a result, the other parts of the promotions mix are analyzed in this section.

Chapter Eleven details the various kinds of trade promotions that can be used. Advantages and costs of each are defined.

Chapter Twelve notes the connection between consumer promotions, advertisements, and effective IMC programs. Again, benefits and costs are noted.

Chapter Thirteen examines the natures of personal selling and sales management. To fully integrate a marketing program requires the careful training of sales representatives. Incentives and managerial approaches are described in this chapter.

PART FIVE

The "seams" that tie together a complete IMC program involve other important marketing activities as well as the assessment of the success of the company's efforts. The final section of the textbook provides key information regarding other elements of the marketing program.

Chapter Fourteen portrays the importance of quality public relations efforts. Individual sponsorship programs are noted in light of their contributions and costs.

Chapter Fifteen explains how new technologies make it possible to more carefully develop and analyze a market. Techniques for developing and utilizing databases are also described.

Chapter Sixteen gives special attention to Internet marketing and e-commerce programs. This unique new form of marketing must also be integrated with other company activities.

Chapter Seventeen is the assessment chapter. Managers who are faced with major accountability issues require quality methods for analyzing the effectiveness of their programs. This chapter describes the available tools.

Users Review

From reader reviews:

Helen Wright:

What do you think about book? It is just for students since they are still students or it for all people in the world, the actual best subject for that? Merely you can be answered for that concern above. Every person has different personality and hobby for each other. Don't be pressured someone or something that they don't would like do that. You must know how great along with important the book Integrated Advertising, Promotion and Marketing Communications (4th Edition). All type of book could you see on many options. You can look for the internet solutions or other social media.

James Bassler:

This Integrated Advertising, Promotion and Marketing Communications (4th Edition) tend to be reliable for you who want to be a successful person, why. The reason why of this Integrated Advertising, Promotion and Marketing Communications (4th Edition) can be on the list of great books you must have is giving you more than just simple examining food but feed an individual with information that possibly will shock your earlier knowledge. This book is handy, you can bring it just about everywhere and whenever your conditions in the e-book and printed versions. Beside that this Integrated Advertising, Promotion and Marketing Communications (4th Edition) giving you an enormous of experience like rich vocabulary, giving you trial run of critical thinking that we realize it useful in your day task. So , let's have it and luxuriate in reading.

Whitney Ortez:

Spent a free time to be fun activity to accomplish! A lot of people spent their sparetime with their family, or all their friends. Usually they undertaking activity like watching television, gonna beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your own free time/ holiday? Could possibly be reading a book may be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to test look for book, may be the reserve untitled Integrated Advertising, Promotion and Marketing Communications (4th Edition) can be very good book to read. May be it might be best activity to you.

Jean McCallum:

People live in this new morning of lifestyle always make an effort to and must have the spare time or they will get lot of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely without a doubt. People is human not just a robot. Then we ask again, what kind of activity do you possess when the spare time coming to you actually of course your answer will probably unlimited right. Then ever try this one, reading books. It can be your alternative throughout spending your spare time, the particular book you have read will be Integrated Advertising, Promotion and Marketing Communications (4th Edition).

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