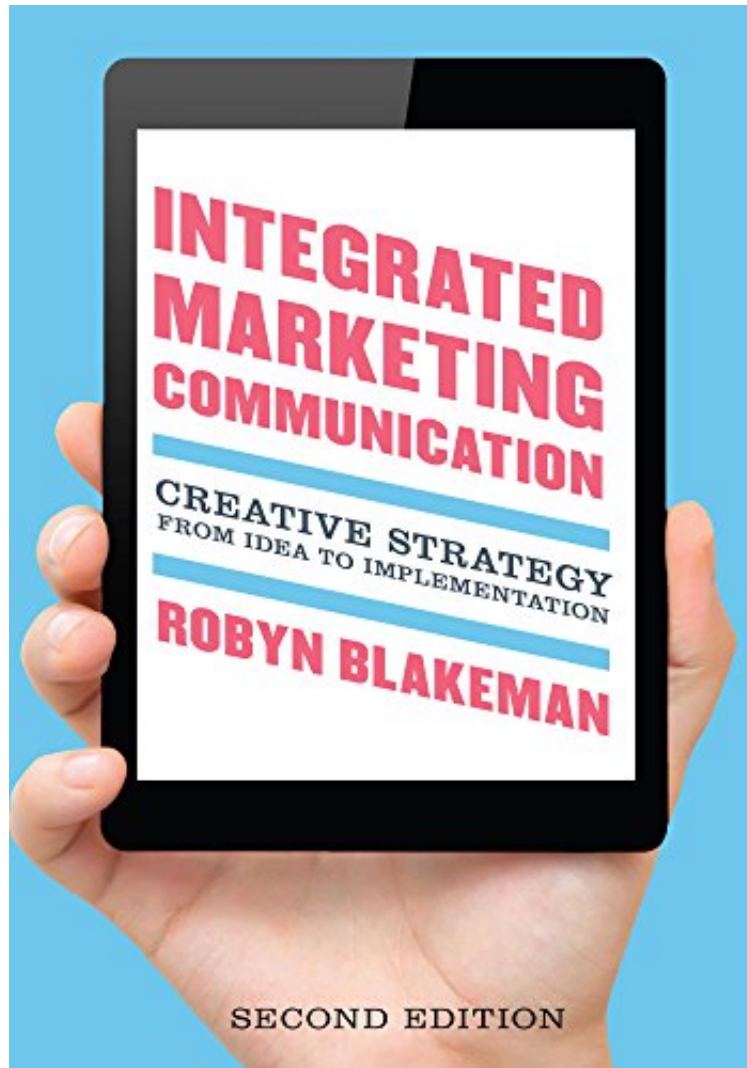


Integrated Marketing Communication: Creative Strategy from Idea to Implementation

Robyn Blakeman

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Now in its second edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. 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. Several new chapters address the latest additions to the mix: Internet, social, mobile, and alternative media, plus guerrilla marketing. The text builds students' skills in developing a creative idea, employing the correct message, and placing it appropriately—and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers.

An obvious choice for faculty who teach campaign strategy, the second edition of *Integrated Marketing Communication* bridges the gap between the marketing, advertising, and public relations disciplines and lays a foundation for creating integrated messages that are on-strategy and on-target. Blakeman's thorough examination of creative concepts all the way to consumer engagement makes this a text that builds both the critical thinking and the technical/professional skills students need to be dynamic, adaptable communication experts in an increasingly competitive and rapidly evolving industry. (Patricia Mark, University of South Alabama) **Praise for the Previous Edition:** Finally: a textbook that explores the vast power of the brand and the role of integrated marketing communications in building brand equity. Blakeman's book puts it all together. It is well organized, clearly written, and offers the reader the creative tools to implement IMC. (Archie Sader, director, Graduate IMC Program, Eastern Michigan University) **Praise for the Previous Edition:** Clearly and explicitly spells out the essential guiding principles of integrated communications and demonstrates the next step—how to put those principles into action. It takes the leap from the "marketing" in IMC to execution, and therein lies the book's uniqueness. (Karen Mallia, University of South Carolina) **Praise for the Previous Edition:** An excellent overview of major concepts and theories in IMC, emphasizing creative planning and implementation. (Kenneth C. C. Yang, University of Texas at El Paso) **About the Author** Robyn Blakeman is associate professor of Advertising Design at the University of Tennessee, Knoxville. Her many publications include *Strategic Uses of Alternative Media*, *Advertising Campaign Design*, *Nontraditional Media in Marketing and Advertising*, and *The Brains Behind Great Ad Campaigns* (co-authored with Margo Berman.) She was responsible for designing and developing the first online integrated marketing communication graduate certificate and online integrated marketing communication graduate program in the country.