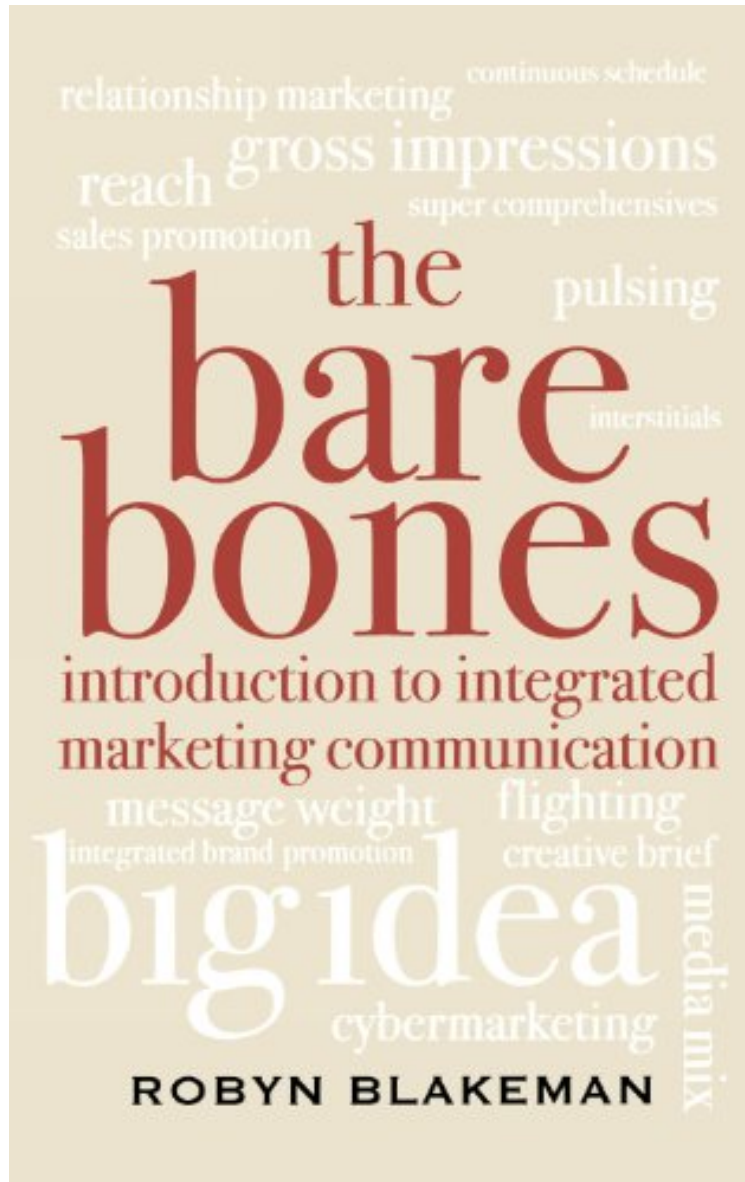


# The Bare Bones Introduction to Integrated Marketing Communication

Robyn Blakeman

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**Robyn Blakeman : The Bare Bones Introduction to Integrated Marketing Communication** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Bare Bones Introduction to Integrated Marketing Communication:

0 of 0 people found the following review helpful. Why "she"?By FlashyyFlyyI would give this book five stars if the

author did not refer to the practitioner as a female so much. I think it should be gender neutral. 2 of 3 people found the following review helpful. Inaccurate By Phreddy Tran This book is problematic in several ways. First, it has a fundamental misunderstanding of what integrated marketing communications (IMC) means. The author asserts that IMC entails customizing products and messages to individual consumers. That's not true. IMC is an approach to marketing that ensures that all elements of a marketing campaign share a consistent message, are mutually supportive, and serve a common goal; IMC campaigns include multiple forms of media, and may indeed involve mass advertising and mass-produced products. The author also asserts that IMC differs from advertising - and is actually superior to it - when advertising is actually a possible element in an IMC campaign. Incidentally and ironically, even if it were true that IMC is about individualizing products and marketing (which it isn't), neither this book nor the methods used to market it would fall under her definition. More problematic are several misstatements of facts. The author states that advertising is limited to print and broadcast. I worked in a major ad agency for several years, so I know that's far from the truth. She also states that the Better Business Bureau is a regulatory agency; rather, it is a private corporation incapable of establishing regulations. Other statements by the author are unsubstantiated, such as viral marketing being "a great way to build brand awareness and to reach a large number of consumers." Since the author is a professor, she should have noted several studies that have found that viral marketing is incredibly difficult and unpredictable, and that it is actually a misnomer: "going viral" is a goal, not a method. Finally, the first chapter is puzzlingly digressive, meandering from basic definitions to her opinions of how women are depicted in advertising, from a discussion on suicide themes in Super Bowl ads to a breakdown of how ad agencies are structured. What does any of that have to do with IMC? 0 of 0 people found the following review helpful. Great book for an introduction to IMC By Justin I used this book in a graduate course on integrated marketing communications and persuasion in the marketplace. Phreddy Tran (the reviewer who gave this book one star) grossly misrepresented the contents of this book. He was mistaken with nearly all of his assertions, and I would suggest not using his review as a benchmark for determining whether to buy this book or not. Blakeman does a great job of fleshing out how different media have different advantages, how it is necessary to carefully choose target markets, and why it is necessary to craft specific messages to create identification with a target. If you are new to marketing, this is a great place to start and could be used with other books that detail how to craft rhetorical messages. I have no affiliation with the author and will receive no financial compensation nor award for posting this honest review. I am merely compelled by what I sense is an unfair review already on this book.

Integrated marketing communication (IMC) focuses on communicators employing the correct message, being able to place it in the most appropriate media, and using the most advantageous communications approach. Advertising in today's economy crosses communication boundaries as well as societal and cultural norms, making accurate targeting, media selection, and consistency of message more critical than ever before. Marketing and advertising are no longer separate entities—they are the results of all parts working as a cohesive whole. Integrated marketing communicates using one tone-of-voice or message that is successfully delivered through multiple media and disciplines. The Bare Bones Introduction to Integrated Marketing Communication is an in-depth yet concise discussion of the business and structure of integrated marketing communication. This brief, inexpensive text focuses exclusively on introductory issues concerning IMC as both a communication device and as a profession. Robyn Blakeman's step-by-step approach offers an extensive and exclusive look into how agencies work, the areas of specialization that make up IMC, how advertising affects our lives, and the diverse arsenal of media options that give IMC its visual/verbal voice. Both integrated marketing and varied media vehicles are dissected—one topic at a time—creating an invaluable reference tool that students, professors, and small business people alike will refer to time and again for information on the field of advertising/integrated marketing communication.

This text would be beneficial in engaging students in their learning of IMC, while preparing them for other courses in their major and to gain insight into the often misunderstood world of advertising and IMC. (Frauke Hachtmann) About the Author Robyn Blakeman is professor of advertising design at the University of Tennessee in Knoxville. She is the author of *The Bare Bones of Advertising Print Design* (2004) and *Integrated Marketing Communication: Creative Strategy from Idea to Implementation* (2007).