



Marketing Communications

By John R. Rossiter, Steven Bellman

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Marketing Communications, by Rossiter and Bellman, is the definitive new text in the field. It is the only textbook in marketing communications that draws comprehensively from both the academic literature and the applied literature, and from Europe and Australasia as well as the U.S.A. Marketing Communications covers all contemporary forms of marcoms - brand advertising and direct-response advertising, sales promotion, corporate image advertising, sponsorship, PR, personal selling and telemarketing - and includes a special chapter on social marketing campaigns. A consistent, logical planning approach is followed throughout, and the book is full of useful theoretical frameworks and procedures. No other book on marcoms comes close to this one for being comprehensive and contemporary. Marketing Communications is suitable for undergraduate and post-graduate students as well as marketing practitioners.

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Editorial Review

From the Back Cover

THIS BOOKS POSITIONING

This new textbook is for marketing managers as well as for potential marketing managers in graduate and advanced undergraduate marketing communications and advertising management courses. For most marketing managers, marketing mostly means planning and executing marketing communications (marcoms). Marcoms are difficult to plan effectively because the customers of today have more choices and are not likely to settle for less than what (they think and feel) is the best brand-item for them. Marcoms managers now more than ever require clear theoretical frameworks and useful executional procedures, and Rossiter and Bellman provide them as state-of-the-art in this book. Shown at right is the key schema for brand communications as in an ad or logo.

THIS BOOKS CONTENTS

- 1 Marcoms and the brand
- 2 How marcoms work and an overview of marcoms campaign planning
- 3 Brand positioning: T-C-B model
- 4 Benefit positioning: I-D-U benefit analysis and the a-b-e benefit claim model
- 5 Campaign target audience selection and action objectives
- 6 Campaign communication objectives
- 7 Creative idea generation and selection
- 8 Brand awareness and brand preference (grid) tactics
- 9 Attention tactics
- 10 Pre-testing rough ads
- 11 Media-type selection and the reach pattern
- 12 Effective frequency and strategic rules for implementation of the media plan
- 13 Setting the campaign budget
- 14 Campaign tracking
- 15 Sales promotions
- 16 Corporate image advertising, sponsorships, and PR
- 17 Personal selling: direct selling and telemarketing
- 18 Social marketing campaigns

Users Review

From reader reviews:

Paul Birch:

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