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introduction to integrated marketing communication  
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ROBYN BLAKEMAN

# The Bare Bones Introduction To Integrated Marketing Communication

**Margo Berman, Robyn Blakeman**

## **The Bare Bones Introduction To Integrated Marketing Communication:**

*The Bare Bones Introduction to Integrated Marketing Communication* Robyn Blakeman, 2008-12-16 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 *The Bare Bones Introduction to Integrated Marketing Communication* Robyn Blakeman, 2009 This small inexpensive text is an in depth yet simply stated discussion on the business and structure of integrated marketing communication IMC The book focuses exclusively on introductory issues concerning integrated marketing communication as both a communication device and as a profession

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media End of chapter discussion questions Comprehensive glossary of terms **Integrated Marketing Communication** Christina L. McDowell Marinchak, Jeanne M. Persuit, 2016-09-22 Integrated Marketing Communication IMC is a holistic approach to the areas of advertising public relations branding promotions event and experiential marketing and related fields of strategic communication Integrated Marketing Communication Creating Spaces for Engagement explores how IMC can open up spaces for engagement in our classrooms and our communities The breadth of the contributors is in the spirit of IMC examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches with particular emphasis on rhetoric philosophy of communication qualitative research and historical perspectives in IMC Moreover each chapter considers IMC from a different communicative perspective including strategic communication philosophy of communication rhetorical theory health communication crisis and risk communication communication theory and mass communication

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Nontraditional Media in Marketing and Advertising Robyn Blakeman,2013-01-14 Nontraditional Media in Marketing and Advertising by Robyn Blakeman is a concise guide that offers a step by step approach to the strategic use of nontraditional media by both marketing and advertising professionals The text focuses on methods used as an alternative choice to more traditional marketing and advertising methods such as print and broadcast mediums To assess the efficacy of nontraditional methods Blakeman looks at why a marketing team might choose nontraditional media vehicles over or alongside more traditional ones how it can be used to attract smaller niche markets and where nontraditional media is headed Blakeman also explores how nontraditional media which can offer creative and unusual options for marketing and advertising deliver meaningful and memorable ads that are often more effective at reaching the target audience than traditional vehicles since they are often unexpected Understanding nontraditional media and its role in delivering a strategic message to the target market requires professionals to understand what options are available and how they will be used as well as the projected return on investment This must have guide is perfect for facilitating this understanding

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**The Video Source Book** David J. WEINER,1990 Cyberhound's Guide to Companies on the Internet Gale Group,Wendy H. Mason,1996-09 This guide contains reviews of more than 2000 corporate Web sites profiling top companies and those in the information industry including software and hardware developers and networking and telecommunications companies

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## **Table of Contents The Bare Bones Introduction To Integrated Marketing Communication**

1. Understanding the eBook The Bare Bones Introduction To Integrated Marketing Communication
  - The Rise of Digital Reading The Bare Bones Introduction To Integrated Marketing Communication
  - Advantages of eBooks Over Traditional Books
2. Identifying The Bare Bones Introduction To Integrated Marketing Communication
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an The Bare Bones Introduction To Integrated Marketing Communication
  - User-Friendly Interface
4. Exploring eBook Recommendations from The Bare Bones Introduction To Integrated Marketing Communication
  - Personalized Recommendations
  - The Bare Bones Introduction To Integrated Marketing Communication User Reviews and Ratings
  - The Bare Bones Introduction To Integrated Marketing Communication and Bestseller Lists
5. Accessing The Bare Bones Introduction To Integrated Marketing Communication Free and Paid eBooks

- The Bare Bones Introduction To Integrated Marketing Communication Public Domain eBooks
- The Bare Bones Introduction To Integrated Marketing Communication eBook Subscription Services
- The Bare Bones Introduction To Integrated Marketing Communication Budget-Friendly Options

6. Navigating The Bare Bones Introduction To Integrated Marketing Communication eBook Formats

- ePUB, PDF, MOBI, and More
- The Bare Bones Introduction To Integrated Marketing Communication Compatibility with Devices
- The Bare Bones Introduction To Integrated Marketing Communication Enhanced eBook Features

7. Enhancing Your Reading Experience

- Adjustable Fonts and Text Sizes of The Bare Bones Introduction To Integrated Marketing Communication
- Highlighting and Note-Taking The Bare Bones Introduction To Integrated Marketing Communication
- Interactive Elements The Bare Bones Introduction To Integrated Marketing Communication

8. Staying Engaged with The Bare Bones Introduction To Integrated Marketing Communication

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers The Bare Bones Introduction To Integrated Marketing Communication

9. Balancing eBooks and Physical Books The Bare Bones Introduction To Integrated Marketing Communication

- Benefits of a Digital Library
- Creating a Diverse Reading Collection The Bare Bones Introduction To Integrated Marketing Communication

10. Overcoming Reading Challenges

- Dealing with Digital Eye Strain
- Minimizing Distractions
- Managing Screen Time

11. Cultivating a Reading Routine The Bare Bones Introduction To Integrated Marketing Communication

- Setting Reading Goals The Bare Bones Introduction To Integrated Marketing Communication
- Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of The Bare Bones Introduction To Integrated Marketing Communication

- Fact-Checking eBook Content of The Bare Bones Introduction To Integrated Marketing Communication
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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