



Integrated Marketing Communication: Creative Strategy from Idea to Implementation

By Robyn Blakeman

 Download

 Read Online

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman

Robyn Blakeman's *Integrated Marketing Communication* offers a classroom-tested, step-by-step approach that lays out creative processes and strategies for effective IMC, as well as how traditional advertising and marketing principles are changing. Blakeman covers key areas, from marketing plans, branding and positioning, and creative briefs to copywriting, design, and considerations for each major media format. She also looks at visual and verbal tactics, along with the use of business theory and practices—and how these affect the development of the creative message.

IMC trends require students to become well-rounded professionals, understanding not only advertising but also marketing, public relations, sales promotion, and direct marketing. This student-friendly text walks students through these areas and helps them develop their skills in taking a creative idea and employing the correct message, placing it in the most appropriate media, and using the most effective communications approaches.

 [Download Integrated Marketing Communication: Creative Strat ...pdf](#)

 [Read Online Integrated Marketing Communication: Creative Str ...pdf](#)

Integrated Marketing Communication: Creative Strategy from Idea to Implementation

By Robyn Blakeman

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman

Robyn Blakeman's *Integrated Marketing Communication* offers a classroom-tested, step-by-step approach that lays out creative processes and strategies for effective IMC, as well as how traditional advertising and marketing principles are changing. Blakeman covers key areas, from marketing plans, branding and positioning, and creative briefs to copywriting, design, and considerations for each major media format. She also looks at visual and verbal tactics, along with the use of business theory and practices—and how these affect the development of the creative message.

IMC trends require students to become well-rounded professionals, understanding not only advertising but also marketing, public relations, sales promotion, and direct marketing. This student-friendly text walks students through these areas and helps them develop their skills in taking a creative idea and employing the correct message, placing it in the most appropriate media, and using the most effective communications approaches.

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman Bibliography

- Sales Rank: #1039150 in Books
- Brand: Brand: Rowman Littlefield Publishers
- Published on: 2007-04-16
- Original language: English
- Number of items: 1
- Dimensions: 9.33" h x .57" w x 7.64" l, 1.05 pounds
- Binding: Paperback
- 280 pages

 [Download Integrated Marketing Communication: Creative Strat ...pdf](#)

 [Read Online Integrated Marketing Communication: Creative Str ...pdf](#)

Download and Read Free Online Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman

Editorial Review

Review

Finally, there is 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)

About the Author

Robyn Blakeman is assistant professor in the School of Advertising and Public Relations at the University of Tennessee and the author of *The Bare Bones of Advertising Print Design*.

Users Review

From reader reviews:

Heather Snyder:

Within other case, little folks like to read book Integrated Marketing Communication: Creative Strategy from Idea to Implementation. You can choose the best book if you like reading a book. So long as we know about how is important a new book Integrated Marketing Communication: Creative Strategy from Idea to Implementation. You can add know-how and of course you can around the world by just a book. Absolutely right, due to the fact from book you can know everything! From your country till foreign or abroad you will be known. About simple point until wonderful thing you could know that. In this era, we could open a book as well as searching by internet system. It is called e-book. You should use it when you feel bored stiff to go to the library. Let's read.

Sarah Johnson:

The book Integrated Marketing Communication: Creative Strategy from Idea to Implementation can give more knowledge and also the precise product information about everything you want. Why then must we leave a good thing like a book Integrated Marketing Communication: Creative Strategy from Idea to Implementation? Some of you have a different opinion about e-book. But one aim this book can give many facts for us. It is absolutely suitable. Right now, try to closer along with your book. Knowledge or info that you take for that, it is possible to give for each other; it is possible to share all of these. Book Integrated Marketing Communication: Creative Strategy from Idea to Implementation has simple shape but you know: it has great and big function for you. You can appearance the enormous world by wide open and read a e-book. So it is very wonderful.

Ronald Ybarra:

In this 21st hundred years, people become competitive in every single way. By being competitive currently, people have do something to make these survives, being in the middle of the crowded place and notice through surrounding. One thing that oftentimes many people have underestimated that for a while is reading.

Sure, by reading a e-book your ability to survive increase then having chance to remain than other is high. For yourself who want to start reading any book, we give you that Integrated Marketing Communication: Creative Strategy from Idea to Implementation book as beginning and daily reading guide. Why, because this book is more than just a book.

Kim Romero:

As we know that book is significant thing to add our knowledge for everything. By a reserve we can know everything we would like. A book is a group of written, printed, illustrated or even blank sheet. Every year has been exactly added. This book Integrated Marketing Communication: Creative Strategy from Idea to Implementation was filled in relation to science. Spend your time to add your knowledge about your research competence. Some people has diverse feel when they reading some sort of book. If you know how big advantage of a book, you can sense enjoy to read a publication. In the modern era like today, many ways to get book which you wanted.

**Download and Read Online Integrated Marketing Communication:
Creative Strategy from Idea to Implementation By Robyn
Blakeman #790V5GW2NMQ**

Read Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman for online ebook

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman books to read online.

Online Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman ebook PDF download

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman Doc

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman Mobipocket

Integrated Marketing Communication: Creative Strategy from Idea to Implementation By Robyn Blakeman EPub