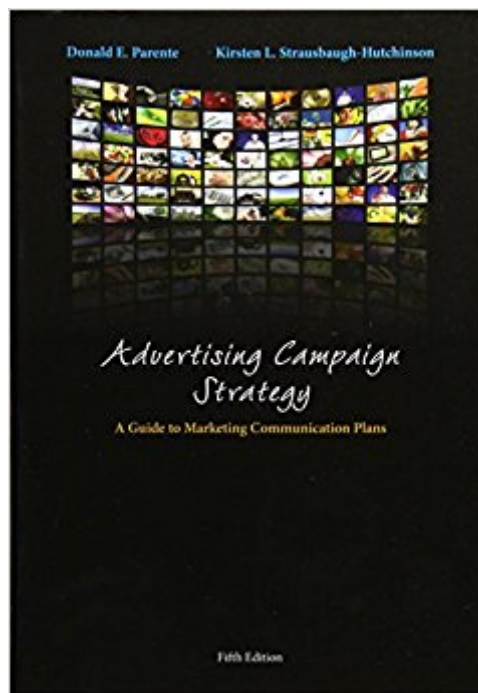


The book was found

Advertising Campaign Strategy: A Guide To Marketing Communication Plans



Synopsis

How do you orchestrate the next great advertising campaign? Find out with **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS**. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns, **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS** is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future.

Book Information

Paperback: 432 pages

Publisher: South-Western College Pub; 5 edition (August 1, 2014)

Language: English

ISBN-10: 1133434800

ISBN-13: 978-1133434801

Product Dimensions: 6.3 x 0.8 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 3 customer reviews

Best Sellers Rank: #39,165 in Books (See Top 100 in Books) #99 in Books > Business & Money > Marketing & Sales > Advertising #125 in Books > Textbooks > Business & Finance > Marketing #388 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

Don Parente is a retired Professor of Advertising from Middle Tennessee State University. Kirsten Strausbaugh is Professor of Advertising at the University of Georgia. She received her PhD at the University of Florida. Dr. Strausbaugh teaches Advertising Message Strategy, Advanced Portfolio, Graphic Communication, and Advertising Campaigns. She serves as faculty advisor to the UGA AdClub, the student-run ad agency Hooper Sanford Baldwin Thomas, and the design house Studio120. Her instructional activities, in conjunction with these student-run organizations, are designed to promote advertising as a major and to provide students with exposure to professionals and issues in the field. Additionally, she coordinates and serves as faculty escort for the AdClub's annual New York Agency Tour.

this was a good guide, I would recommend it. It was one of the books for Advertising that I considered a keeper.

As advertised, and on time.

Good value

[Download to continue reading...](#)

Advertising Campaign Strategy: A Guide to Marketing Communication Plans Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Facebook: Facebook Marketing: Guide to get 10,000 likes and followers in 15 days for Facebook Page(Facebook advertising,Internet Marketing,social media,Instagram) BONUS - \$20 included. Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and ... (Marketing/Sales/Advertising & Promotion) Social Media Strategy: Marketing and Advertising in the Consumer Revolution Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising Facebook Marketing: Learn how you can grow any Facebook page to 1 million likes in the first 6 months (Facebook Advertising,

social media, facebook marketing) Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)