

FREE PDF MARKETING COMMUNICATIONS INTEGRATED THEORY STRATEGY TACTICS (2023)

FOR THE FIRST TIME THERE MAY BE A STANDARD MODEL A CLEAR UNDERSTANDING OF THE ENTIRE SCOPE OF STRATEGIC COMMUNICATIONS AND A UNIFYING THEORY WITH WHICH TO INTEGRATE THE INDIVIDUAL DISCIPLINES IT MAY BE POSSIBLE FOR THE FIRST TIME TO DEMONSTRATE THAT COMMUNICATIONS IS IN FACT A SCIENCE RATHER THAN AN ART FIG 6 THIS ARTICLE ADDRESSES THE CONCEPT OF COMMUNICATION IN STRATEGIC COMMUNICATION AND PROPOSES A NEW LENS THROUGH WHICH TO VIEW COMMUNICATION IN ORDER TO DEEPEN KNOWLEDGE OF STRATEGIC COMMUNICATION AS WELL AS TO SIGNIFICANTLY IMPROVE THE ALIGNMENT OF STRATEGIC COMMUNICATION WITH THE DEMANDS OF TODAY S STRATEGY DEVELOPMENT PROCESS INTEGRATED MARKETING COMMUNICATION MUST BE VIEWED AS A NEW PARADIGM FOR MANAGING MARKETING CAMPAIGNS KITCHEN ET AL 2004 ACCORDING TO BAKER AND MITCHELL 2000 IMC SPECIALIZES IN CONSTRUCTING AND LEVERAGING CLIENTS AND THEIR PURSUITS AND RELATIONSHIPS WITH THE ORGANIZATION AND BRANDS INTEGRATED MARKETING COMMUNICATIONS IMC IS THE PROCESS OF UNIFYING A BRAND S MESSAGING TO MAKE IT CONSISTENT ACROSS ALL MEDIA THAT THE BRAND USES TO REACH ITS TARGET AUDIENCE IT S A STRATEGIC APPROACH THAT GUIDES COMMUNICATION AND TACTICS USED ACROSS ALL MARKETING CHANNELS FIRST DEFINED AS A MARKETING CONCEPT THAT RECOGNIZES THE ADDED VALUE OF INTEGRATING A VARIETY OF STRATEGIC DISCIPLINES KERR SCHULTZ PATTI KIM 2008 P 515 INTEGRATED COMMUNICATION INVOLVES THE HOLISTIC COORDINATION OF MULTIPLE COMMUNICATION ACTIVITIES AROUND PUBLIC NEEDS DEBRECENY AND COCHRANE 2004 SCHULTZ 2007 FOR THE BENEFIT A MULTIDISCIPLINARY APPROACH INTEGRATIVE COMMUNICATION THEORY INTEGRATES IDEAS FROM COMMUNICATION STUDIES SOCIOLOGY PSYCHOLOGY AND ANTHROPOLOGY TO BETTER UNDERSTAND COMMUNICATION PROCESSES CREATE AN ATMOSPHERE THAT PROMOTES COOPERATION BETWEEN PROFESSIONALS IN VARIOUS FIELDS ADVERTISING AND INTEGRATED COMMUNICATION PHILIP J KITCHEN INGA BURGMANN FIRST PUBLISHED 15 DECEMBER 2010 DOI ORG 10 1002 9781444316568 WIEM04001 CITATIONS 22 SECTIONS PDF TOOLS SHARE ABSTRACT THE ROLE OF MARKETING COMMUNICATIONS IN ADVANCED ECONOMIES CAN HARDLY BE UNDERESTIMATED INTEGRATED MARKETING COMMUNICATIONS PHILIP J KITCHEN MARWA E TOURKY 2088 ACCESSES ABSTRACT THIS CHAPTER CONSIDERS AND SUMMARIZES CHANGES THAT HAVE TAKEN PLACE OVER THE PAST DECADES DURING WHICH INTEGRATED MARKETING COMMUNICATIONS HAVE MADE HUGE INROADS IN TERMS OF ACADEMIC USAGE AND BUSINESS PRACTICE AN INTEGRATED APPROACH TO COMMUNICATION THEORY AND RESEARCH DON W STACKS MICHAEL BRIAN SALWEN KRISTEN CAMPBELL EICHHORN ROUTLEDGE 2019 LANGUAGE ARTS DISCIPLINES 590 PAGES THIS AN INTEGRATED APPROACH TO COMMUNICATION THEORY AND RESEARCH EDITED BY DON W STACKS MICHAEL B SALWEN EDITION 2ND EDITION FIRST PUBLISHED 2008 EBOOK PUBLISHED 10 NOVEMBER 2008 PUB LOCATION NEW YORK IMPRINT ROUTLEDGE DOI DOI ORG 10 4324 9780203887011 PAGES 592 EBOOK ISBN 9780203887011 SUBJECTS HUMANITIES SHARE CITATION ABSTRACT CONSIDERS THE ROLE OF COMMUNICATION THEORY IN THE STUDY OF CORPORATE COMMUNICATION OUTLINING AN APPROACH WHEREBY THE FORMER CAN BE INTEGRATED INTO THE LATTER SO AS TO PROVIDE MAXIMUM BENEFIT FOR EDUCATORS STUDENTS AND PROFESSIONALS EBOOK ISBN 9781410613967 ABSTRACT TWO TENETS OF EXCELLENCE THEORY ARE THAT PUBLIC RELATIONS SHOULD BE SITUATED IN A SINGLE OR INTEGRATED UNIT AND THAT IS SHOULD BE A SEPARATE FUNCTION FROM MARKETING TODAY THESE PROPOSITIONS ARE BEING CHALLENGED WITH THE ADVENT OF INTEGRATED COMMUNICATION IT EXPLORES THE CONCEPTUAL DEVELOPMENT OF INTEGRATED MARKETING COMMUNICATIONS IMC EXAMINES THE VARIOUS DEFINITIONS GIVEN BY ITS PROPONENTS AND SCHOLARS AND ULTIMATELY IDENTIFY ITS STRATEGIC STRATEGIC INTEGRATED MARKETING COMMUNICATION THEORY AND PRACTICE LARRY PERCY PUBLISHED 9 MAY 2008 BUSINESS INTRODUCTION TO IMC 1 OVERVIEW OF IMC WHAT IS IMC MANAGING IMC BARRIERS TO EFFECTIVE IMC IDENTIFYING IMC OPPORTUNITIES IMC STRATEGIC PLANNING 2 THE AUTHOR HIGHLIGHTS THE NEED TO APPROACH IMC THINKING FROM A STRATEGIC AND CORPORATE BRAND PERSPECTIVE WHICH COULD HELP ENGENDER DRAMATICALLY CHANGING EXPECTATIONS AND DEMANDS ACROSS ORGANISATIONS FOR A CLEAR UNDERSTANDING OF IMC PRACTICE AND THEORY COMMUNICATION THEORY IS AN INTERNATIONAL FORUM PUBLISHING HIGH QUALITY ORIGINAL RESEARCH INTO THE THEORETICAL DEVELOPMENT OF COMMUNICATION FROM ACROSS A WIDE ARRAY OF DISCIPLINES SUCH AS COMMUNICATION STUDIES SOCIOLOGY PSYCHOLOGY POLITICAL SCIENCE CULTURAL AND GENDER STUDIES PHILOSOPHY LINGUISTICS AND LITERATURE ENTER YOUR EMAIL TO RECEIVE ALERTS WHEN NEW ARTICLES AND ISSUES ARE PUBLISHED AN INTEGRATED APPROACH TO COMMUNICATION THEORY AND RESEARCH ROUTLEDGE COMMUNICATION SERIES STACKS DON W SALWEN MICHAEL B C EICHHORN KRISTEN ON AMAZON COM FREE SHIPPING ON QUALIFYING OFFERS AN INTEGRATED APPROACH TO COMMUNICATION THEORY AND RESEARCH 1ST EDITION BY MICHAEL B SALWEN EDITOR 5 0 2 RATINGS SEE ALL FORMATS AND EDITIONS HARDCOVER 33 32 3 USED FROM 28 88 PAPERBACK 4 00 10 USED FROM 1 99 THERE IS A NEWER EDITION OF THIS ITEM

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