



# Marketing Communications

By Rossiter, John R.; Bellman, Steven

Prentice Hall, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: PART I MARCOMS AND BRAND POSITIONING 1. Marcoms and the brand 2. How marcoms work and an overview of marcoms campaign planning 3. Brand positioning: T-C-B positioning model 4. Brand positioning: I-D-U benefit analysis and the a-b-e benefit claim model PART 2 MARCOMS CAMPAIGN OBJECTIVES 5. Campaign target audience selection and action objectives 6. Campaign communication objectives PART 3 ADVERTISING CREATIVE STRATEGY 7. Creative idea generation and selection 8. Brand awareness and brand preference (grid) tactics 9. Attention tactics 10. Pre-testing rough ads PART 4 ADVERTISING MEDIA STRATEGY 11. Media-type selection and the reach pattern 12. Effective frequency and strategic rules for implementation of the media plan PART 5 BUDGET AND TRACKING 13. Setting the campaign budget 14. Campaign tracking PART 6 OTHER MARCOMS 15. Sales promotion 16. Corporate image advertising, sponsorships, and PR 17. Personal selling: direct selling and telemarketing 18. Social marketing campaigns Supplements: Companion Website that has a student-accessible section linked to worldwide TV commercials, radio commercials, print ads, and Web ads; and an instructor-only section containing quizzes, answers to end-of-chapter questions, and an examination bank of multiple-choice questions that...



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