



Learning Solutions
Your Course, Your Way

Advertising: An Integrated Marketing Communication Perspective 2e

Belch | Belch | Kerr | Powell

www.mhhe.com/au/belch2e

ISBN: 9780070997981

Publication date: September 2011

Subject area: Advertising and Promotion



The first edition of Belch, Belch, Kerr and Powell *Advertising and Promotion: An Integrated Marketing Communication Perspective* was the first true IMC introductory text covering important and fundamental IMC theory and all the key writers in the field, including those in Australia.

The new second edition builds on this successful platform with new cases, campaigns and examples which bring the subject to life. The second edition has been extensively updated with 100% new cases and 80% new examples and IMC perspectives making this the most up to date book on the market. There's improved regional coverage too, thanks to contributors from Australia, New Zealand, Hong Kong and Malaysia so it's more relevant and engaging for your students than any other title.

With significant extra coverage of the changing digital landscape - social media, digital interactivity, user-generated content and more – and the inclusion of not-for-profit and social marketing campaigns, you'll find the new edition to be an invaluable resource both for you and your students.

Key features

- **Wider Asia Pacific focus:** Packed with ads from Australian, NZ and Asia-Pacific with contributors from Australia, New Zealand, Hong Kong and Malaysia
- **Interactive and digital marketing:** Interactive marketing is now covered in a separate chapter as well as integrated throughout the book - Chapter 6 looks at the changing digital lives of consumers and engagement/relationship with brands through social media and IMC campaigns and Chapter 10 the growth of social media as a contact
- **Current and fresh:** 100% new case studies, 100% new adverts, 80% new examples and IMC perspectives

Additional resources

Instructor

- PPTs
- Instructor Resource Manual
- Test Banks / EZ Test
- Ad Planner
- Videos and Case Notes
- Figures & Images

Student

- Student Revision Quizzes
- Video Cases
- Web Links
- Advertising Target Practice



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