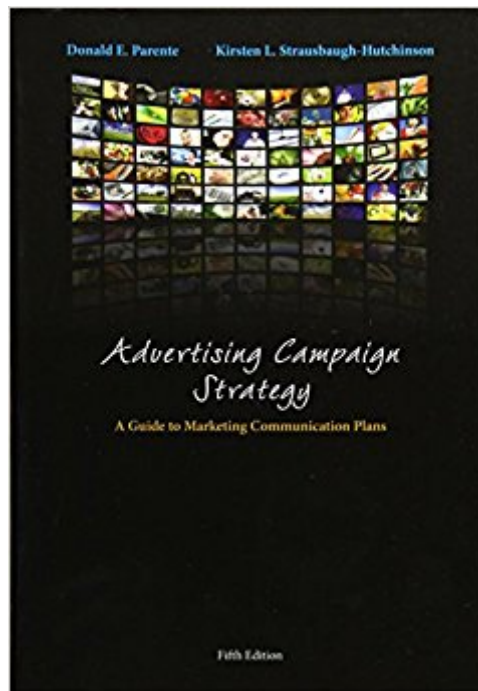




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Advertising Campaign Strategy: A Guide To Marketing Communication Plans



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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.

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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

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