



Advertising Campaign Strategy (The Dryden Press series in marketing)

Donald Parente

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Written by a team of exceptionally creative advertising professors, this textbook not only illustrates what effective ad campaigns are but it also illustrates how to successfully execute them. The text outlines a comprehensive, detailed, start-to-finish campaign guide. Features: * Drawing from their diverse specialities, the authors provide an in-depth perspective on every aspect of an ad campaign, from research to presentation and creativity to the media. * This textbook's multisided approach not only teaches student strategies for creating future campaigns, but also allows more room for creativity in these campaigns as opposed to a one-sided perspective, which may hinder creativity. * Chapters 2 and 3 discuss in detail how to conduct a situation analysis. * Chapter 10 offers comprehensive coverage on putting the plans book together. * Excellent coverage on how to give effective presentations is provided in Chapter 11. * An in-depth emphasis is devoted to the National Student Advertising Competition. * Authors Van den Bergh and Barban have each served as president of the American Academy of Advertising. Marra is the recent chairperson for the advertising division of AEIMC and he and Van den Bergh have taught at schools winning the America Advertising Federation national student competition. Collectively, these four professors have been the authors or editors of nine advertising books.

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