

STRATEGIC DECISIONS



Strategic Media Decisions

Ying-Ying Zheng



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Strategic Media Decisions Marian Azzaro,2004

Strategic Media Planning and Buying Basant

Rathore,2024-05-31 This book explores media planning media buying and the advertising landscape in India It provides a comprehensive look into the essential aspects of media strategies for brands and businesses to effectively reach their intended audiences and consumers The book cuts through and demystifies complex media jargon and theories to provide an understanding of the key concepts for developing a media mix that will yield results for businesses It discusses media research and theories and offers marketers suggestions on how to use both traditional and digital media effectively to build brands The first section of the book introduces the basics of media theory including data collection methodologies and their application The second section covers the fundamentals of planning a media strategy and advertising plans and campaigns based on the goals of the company or brand The third section discusses the practical nuances of planning like media mix selections media vehicle selections and media buying across all types of media This book will be of interest to students and researchers of business and management studies media and communication studies as well as to marketing and media professionals working in different sectors of business

Marketing & Media Decisions ,1986

Some Effects of

Planning Aids and Presentation Media on Strategic Decision-making Charles R. Schwenk,1981

Strategic

Advertising Management

Larry Percy,John R. Rossiter,Richard H. Elliott,2001 The second edition of Percy and Elliott's

Strategic Advertising Management continues to deal with advertising from a strategic rather than simply a descriptive standpoint and covers all the main topics on an Advertising Management module The authors firstly address what advertising is meant to do and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion The text has been fully updated and revised to include expanded chapter introductions and explicit key concepts The chapters on Developing a Communication Strategy and Processing the Message have been significantly expanded as has the concluding part Integrating Advertising and Promotion The authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed Accompanying the new edition is a companion web site containing for lecturers PowerPoint slides with selected figures from the text and suggested classroom exercises and for students web links and additional questions Book jacket

Journal of Media Planning ,1986

Advertising Media Planning Larry D. Kelley, Kim Bartel Sheehan,2015-03-27 The

planning and placement of advertising media is a multibillion dollar business that critically impacts advertising effectiveness The new edition of this acclaimed and widely adopted text offers practical guidance for those who practice media planning on a daily basis as well as those who must ultimately approve strategic media decisions Full of current brand examples the book is a must read for all who will be involved in the media decision process on both the agency and client side Its easy to read style and logical format make it ideal for classroom adoption and students will benefit from the down to earth approach and

real world business examples Several new chapters have been added to the fourth edition including International advertising Campaign evaluation The changing role of media planning in agencies to give the reader a better grounding in the role of media in an advertising and marketing plan today Evaluating media vehicles filled with up to date examples Search engine marketing and a thorough revision of the chapter on online display advertising to address the increased emphasis on digital media Gaming and many new examples of the latest digital media with an emphasis on social media and a new framework for analyzing current and future social media Increased coverage of communication planning Added focus on the importance of media strategy early on in the book Separate chapters for video and audio media instead of lumping them together in broadcast This creates a more in depth discussion of radio in particular An online instructor s manual with PowerPoint slides and sample test questions is available to adopters

Advertising Media Anthony F. McGann, Thomas Russell, 1988

Strategic Decision-making in a Social Program Ned Roberto, 1975 Strategic Marketing Decisions in Global Markets Isobel Doole, Robin Lowe, 2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

Strategic Marketing Bruce M. Bradway, Mary Anne Frenzel, Robert E. Pritchard, 1982 The Handbook of Strategic Public Relations and Integrated Communications Clarke L. Caywood, 1997-05 As the media grows more ruthless the role of public relations has become increasingly complex and critical Savvy businesspeople know that how a company conveys and maintains its image has never been more important or more challenging The Handbook of Strategic Public Relations Integrated Communications is the definitive guide for communications professionals Featuring the expertise of the world s foremost public relations and marketing authorities it is the first book of its kind to combine the art and science of marketing public relations and communications in one single resource An indispensable reference guide to the best practices in every industry this

handbook features more than 40 information packed chapters authored by the best minds in the business and covers cutting edge tips topics and techniques such as Crisis management Marketing public relations Client agency relationships Environmental public relations High tech PR And more Strategic Communications for Nonprofits: Media advocacy : reframing public debate Larry Kirkman, 1990 **Media Decisions** , 1979 Marketing Decision Making: a Model Building Approach Philip Kotler, 1971

Adweek's Marketing Week , 1990 *Cases in Strategic Management* Glenn Boseman, Arvind Phatak, 1988-01-18 This text is intended to teach the concepts and techniques of strategic management while simultaneously introducing an approach to identifying strategic issues and problems within organizations It opens by

presenting a general framework for case analysis which shows how to use strategic management concepts during the analytical process This is followed by a case Overseas National Airways and an analysis illustrating how the suggested framework has been applied The body of the text offers a rich assortment of current cases balanced between service and manufacturing organizations and ranging from the simple to those requiring more complex analysis The cases selected here also represent a variety of industry conditions from incipient to mature industries

Transcript Proceedings ,1983
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