



Marketing Communications Management: Analysis, Planning, Implementation

Paul Copley

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Praise for the first edition:

‘An excellent text for exploring marketing communications in the 21st century.’ - **Ann Torres, Lecturer in Marketing, National University of Ireland, Galway**

‘First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style.’ - **Martin Evans, Senior Teaching in Marketing, Cardiff Business School, University of Cardiff**

This book introduces the core components and concepts of **marketing communications** for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns.

Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods, Levi's, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally, Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further.

The **Companion Website** includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a tutor manual, activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter.

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