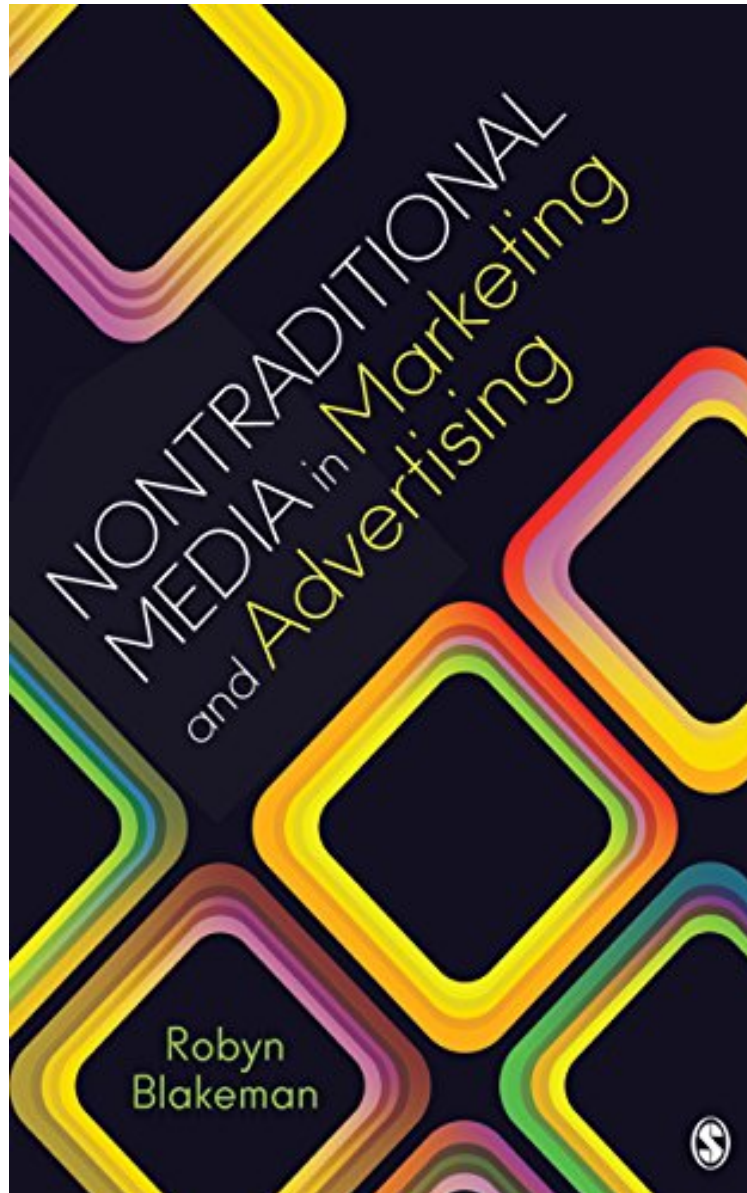


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Nontraditional Media in Marketing and Advertising

Robyn L. Blakeman

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Nontraditional Media in Marketing and Advertising by Robyn Blakeman is a concise guide that offers a step-by-step approach to the strategic use of nontraditional media by both marketing and advertising professionals. The text focuses on methods used as an alternative choice to more traditional marketing and advertising methods such as print and broadcast mediums. To assess the efficacy of nontraditional methods, Blakeman looks at why a marketing team might choose nontraditional media vehicles over (or alongside) more traditional ones, how it can be used to attract smaller niche markets, and where nontraditional media is headed. Blakeman also explores how nontraditional media, which can offer creative and unusual options for marketing and advertising, deliver meaningful and memorable ads that are often more effective at reaching the target audience than traditional vehicles, since they are often unexpected. Understanding nontraditional media and its role in delivering a strategic message to the target market requires professionals to understand what options are available and how they will be used, as well as the projected return on investment. This must-have guide is perfect for facilitating this understanding!

..The author offers guidelines and strategies for using nontradition media, with separate chapters devoted to electronic, social, mobile, and transit and out-of-home media....[Blakeman] builds out from traditional media constructs, grafting the new onto the traditional trunk....The text is clear and concise, and the material is well presented with many real-world examples. A transitional text for a transitional time. Summing Up: Recommended."--S.A. Schulman"CHOICE" (10/01/2013)..The author offers guidelines and strategies for using nontradition media, with separate chapters devoted to electronic, social, mobile, and transit and out-of-home media....[Blakeman] builds out from traditional media constructs, grafting the new onto the traditional trunk....The text is clear and concise, and the material is well presented with many real-world examples. A transitional text for a transitional time. Summing Up: Recommended."--S.A. Schulman"CHOICE" (10/01/2013) "...The author offers guidelines and strategies for using nontradition media, with separate chapters devoted to electronic, social, mobile, and transit and out-of-home media....[Blakeman] builds out from traditional media constructs, grafting the new onto the traditional trunk....The text is clear and concise, and the material is well presented with many real-world examples. A transitional text for a transitional time. Summing Up: Recommended." (S.A. Schulman CHOICE 2013-10-01)About the AuthorRobyn Blakeman (M.L.A. Southern Methodist University; B.A. University of Nebraska) is an Associate Professor at the University of Tennessee, Knoxville. Professor Blakeman began teaching advertising and graphic design in 1987, first with the Art Institutes and then as an Assistant Professor of Advertising teaching both graphic and computer design at Southern Methodist University. As an Assistant Professor of Advertising at West Virginia University she developed the creative track in layout and design and was responsible for designing and developing the first Online Integrated Marketing Communication Graduate program in the country. At UTK, she teaches Advertising Public Relations Design and Advertising Creative Strategy.Blakeman is the author of six books: The Bare Bones of Advertising Print Design, Integrated Marketing Communication: Creative Strategy from Idea to Implementation, The Bare Bones Introduction to Integrated Marketing Communication, The Brains Behind Great Ad Campaigns, Advertising Campaign Design: Just the Essentials and Strategic Uses of Alternative Media: Just the Essentials.