

# Marketing Communications Management: Analysis, Planning, Implementation

*Paul Copley*

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**Paul Copley : Marketing Communications Management: Analysis, Planning, Implementation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Communications Management: Analysis, Planning, Implementation:

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, L'Oréal, 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.

About the Author Paul Copley, PhD, is Senior Lecturer in Marketing and Programme Leader for the MSc Strategic Marketing programmes in the Newcastle Business School, Northumbria University, Newcastle. He served as an adviser to small firms and held management positions in marketing in a number of large firms. He has published articles in journals such as *The Marketing*, *Marketing Intelligence and Planning*, *Industry and Higher Education* and the *Journal of Travel and Tourism Marketing* as well as in business magazines and conference proceedings.