



Integrated Marketing Communication: Creative Strategy from Idea to Implementation

Robyn Blakeman

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Robyn Blakeman's *Integrated Marketing Communication* offers a classroom-tested, step-by-step approach that lays out creative processes and strategies for effective IMC, as well as how traditional advertising and marketing principles are changing. Blakeman covers key areas, from marketing plans, branding and positioning, and creative briefs to copywriting, design, and considerations for each major media format. She also looks at visual and verbal tactics, along with the use of business theory and practices—and how these affect the development of the creative message.

IMC trends require students to become well-rounded professionals, understanding not only advertising but also marketing, public relations, sales promotion, and direct marketing. This student-friendly text walks students through these areas and helps them develop their skills in taking a creative idea and employing the correct message, placing it in the most appropriate media, and using the most effective communications approaches.

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