



## Cases in Advertising and Marketing Management: Real Situations for Tomorrows Managers

By Edd Applegate

Rowman & Littlefield Publishers. Paperback. Condition: New. 232 pages. Dimensions: 9.1in. x 7.3in. x 0.8in. Online Instructor Manual (login required) Creative Brief Form (Figure 8. 1) (pdf file) Students of advertising and marketing management learn many concepts and theories in their foundational courses, but real-world experiences are invaluable to understanding the decision-making process. Cases in Advertising and Marketing Management offers students the opportunity to apply what they have learned in previous courses to realistic situations from the business world. The authors, a professor of advertising and an advertising agency executive, draw on their practical experiences with everyday challenges ranging from budgets, electronic marketing, IMC, and account strategy to agency politics, overdue client payments, and ethical dilemmas. Each of the forty cases focuses on a contemporary problem or issue for students to identify and analyze, followed by discussion questions to help them work through the case toward a reasonable solution. The final chapters review important themes from the cases and look at several types of advertising and marketing positions often found in agencies or companies. Appropriate for upper-level or capstone courses in advertising and marketing management, this provocative, highly readable text provides students with insight into the situations they will face in their future...



[READ ONLINE](#)  
[ 4.14 MB ]

### Reviews

*Very beneficial for all type of individuals. I have got study and so i am certain that i am going to going to read through once again once again later on. I am just happy to let you know that this is basically the greatest publication i have study during my own daily life and could be he finest pdf for ever.*

-- Prof. Nelson Farrell MD

*A superior quality book along with the font employed was exciting to see. It is one of the most amazing book i have got read through. You wont really feel monotony at anytime of the time (that's what catalogs are for about in the event you ask me).*

-- Santana Sanford