

Integrated Marketing Communications: Advertising, Public Relations, and More

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Integrated Marketing Communications: Advertising, Public Relations, and More

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Preface

The primary theme of *Integrated Marketing Communications: Advertising, Public Relations, and More* is to broaden the conceptual understanding of integrated marketing communication and provide a framework for the development of an integrated marketing communication plan that can be managed utilizing a marketing managerial approach. The text will continue to follow the integrated marketing communications framework with the expansion and inclusion of new, cutting edge theories and practices.

Textbook Features

Integrated Marketing Communications includes a number of features to help students understand key concepts, think critically, and apply ideas to further students' understanding of integrated marketing communication. Features include:

Visual Aids: Images and figures help to illustrate the concepts presented, while tables contain information about valuable resources, organized in an easy-to-read manner.

Study Resources: Designed to help readers organize information and study the text, learning objectives, bolded key terms, and summaries of key ideas appear in each chapter.

Case Studies: Extended examples to help to illustrate concepts from the text in a thought-provoking manner.

Learning Check: Each section concludes with review questions to help students reflect critically on the topics covered.

Videos: Illustrate the concepts that are embedded throughout the eTextbook.

Pre- and Post-Tests: Each chapter contains multiple-choice questions that you can answer to get real-time feedback on how well you have mastered the content.

Relevant Weblinks: Placed throughout each chapter, numerous weblinks offer you the opportunity to explore additional resources, examples, and applications related to the text.

End of Chapter Questions and Exercises: Each chapter ends with sets of Discussion Questions, Critical Thinking Exercises, and Continuing Projects.

About the Authors

James R. “Doc” Ogden, Ph.D.

Dr. James R. Ogden (Doc) is currently a professor of marketing at Kutztown University as well as CEO of the consulting firm, The Doctors Ogden Group, LLC (TDOG). He is in demand as a public and motivational speaker, having given presentations during the last few years all over the world. In addition, Dr. Ogden has published in leading journals and is the author of seven books on business and integrated marketing communications (IMC). Notably, he and his consulting partner and wife (Dr. Denise T. Ogden) have co-authored textbooks on retailing, marketing, and integrated marketing communication. He teaches classes in retailing, marketing research, and IMC.



Doc's academic training includes a Ph.D. with concentrations in Research and Statistical Methodology, Psychology, and Business; he has a master's degree in Marketing and earned a bachelor's degree in General Business and Business Education with minors in English, Language, and Literature.

Doc has been, and continues to be on the board of directors for numerous corporations and has worked for an array of corporations including General Motors, Meijer, Martin Guitar, and D&B, to name just a few. He has consulted for many others in the areas of advertising and marketing. Ogden has been listed in over 40 "Who's Who" publications and has been given outstanding educator awards on numerous occasions. Ogden has been cited for "Excellence in Marketing Education" and has received the prestigious *Freedom's Foundation at Valley Forge Award* for "Excellence in Economic Education."

Denise T. Ogden, Ph.D.

Dr. Ogden is in her twelfth year and is an associate professor in marketing at Penn State University's Lehigh Valley Campus. Prior to pursuing a career in academia, Dr. Ogden worked in public relations for the U.S. Bureau of Reclamation, Alamosa, Colorado. Arriving in Pennsylvania in 1989, she joined D&B where she gained experience in various positions. There her accomplishments included development and implementation of a diversity-training program and two national awards for outstanding performance. While at D&B she also delivered marketing training (consultative selling).



In 2003 and 2013, Dr. Ogden was the recipient of the *Lehigh Valley Campus Teaching Excellence Award*. Her research interests include retailing, integrated marketing communication, and multicultural elements of business. In addition to diversity consulting, her consulting firm, The Doctors Ogden Group LLC, specializes in retailing, marketing research, and entertainment retailing.

Dr. Ogden holds a Ph.D. in Business Administration and Marketing from Temple University, an M.B.A. from De Sales University in Marketing and Quality Systems, a B.S. in Business

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Contributing Authors

Courtney Kingery

Courtney Kingery, a contributing author for Chapter 5, has worked in sales and marketing in the agriculture processing and food space for over 17 years.

Courtney is currently a lead strategic product manager of Tate & Lyle's health and wellness portfolio for North America, Latin America, and Asia. In her role, she identifies new market opportunities and growth strategies around the world. Courtney started her career with Archer Daniels Midland Company (ADM) as a commodity trader and through her time with them held various positions in the company from IT project manager to regional sales manager in the New York area. As marketing manager, she developed and implemented plans for ADM's 19 North American oil-seed processing facilities in addition to ADM's lines of food, supplement, and bio-based industrial ingredients. Courtney's marketing, sales, and management experience covers the entire agriculture to food value chain from farmer outreach to consumer campaigns. Her favorite part of her job is working with consumer packaged food companies to identify key consumer market trends and then collaborating to bring new packaged foods to the marketplace.

Courtney has held various board positions on trade organizations including the Soyfoods Association of North America (SANA). She is a 1996 graduate of Hanover College with a BA in Economics, and a 2009 graduate of the Kutztown University of Pennsylvania MBA program with a concentration in Marketing.

Therese Maskulka

Dr. Therese A. Maskulka received her Ph.D. in Marketing from Kent State University. She has been on the faculty at Youngstown State University, Walsh University, and Lehigh University, where she served as associate dean of the College of Business and Economics for eleven (11) years. At Lehigh she received the 1990 University Briody Award for Outstanding Teaching and Advising and the 1999 Deming Lewis Award for the professor who had the greatest impact on the 10 year reunion class. At Kutztown University since 2008, her research and teaching areas are in the field of retailing, marketing strategy and marketing ethics.

When asked where she sees the marketing and integrated marketing functions heading over the next several years, Dr. Maskulka replied "I see IMC and marketing converging even more in the next ten years...especially in the services sector. The recent recession has made marketing managers even more aware how important (and cost effective) it is to have one consistent message that is communicated to all touch points."

Keith McIlvaine

Keith McIlvaine, a contributing author for Chapter 9, has been in the human resources and recruiting field for over 15 years.

About the Authors

A graduate in Marketing from Kutztown University of Pennsylvania, Keith has utilized marketing campaigns throughout his career to help brand organizations and attract top talent to global organizations. While working for Unisys, Keith became involved in using social media for recruiting and led a global team that developed the company's recruitment social media plan. He worked with other departments to implement the plan and move the team to use new recruitment methods. Keith then worked for Victaulic on the human resources and recruiting team. In addition to his recruitment duties, he created and managed the recruitment social media strategy and implementation. Today Keith works for Kenexa, an IBM company, where he is responsible for creating the social media recruitment and talent attraction strategy for a number of global companies.

Keith serves on the board of advisors for Talent Reef (<http://talentreef.com/>), which is a social media start-up company that focuses on solutions for the recruiting industry. He is also on the board of directors for The Center of Retailing Solutions (www.centerforretailingsolutions.org/). Keith is a sought-after speaker on social media and mobile technology and strategy.

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