



# A Primer for Integrated Marketing Communications

*Patrick De Pelsmacker*

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## **A Primer for Integrated Marketing Communications** Patrick De Pelsmacker

This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together.

Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

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