



## Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers

By Edd Applegate, Art Johnsen

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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 careers and helps them develop valuable skills for solving problems and making sound decisions.

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- Sales Rank: #1264519 in Books
- Brand: Brand: Rowman Littlefield Publishers
- Published on: 2006-10-12
- Released on: 2006-10-12
- Original language: English
- Number of items: 1
- Dimensions: 9.35" h x .61" w x 7.46" l, 1.04 pounds
- Binding: Paperback
- 232 pages

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### Editorial Review

#### Review

With a solid blend of theory and in-the-trenches practice, the cases in this book can both augment the principles course and help upper-level management students begin to grapple with the tough decisions that have to be made in business. Applegate and Johnsen have compiled a collection of cases addressing many of the key issues in today's advertising marketplace. (Beth E. Barnes)

In this case, one advertising professor coupled with one agency executive equals ONE BIG IDEA for a case studies textbook in advertising and marketing management. The forty cases and the manner in which they are written make this book virtually timeless and well-worth adopting for upper level classes that stress critical thinking and analytical skill development. (Robert L. Gustafson)

#### About the Author

**Edd Applegate** is professor of advertising at Middle Tennessee State University. He has written several books, including *Strategic Copywriting: How to Create Effective Advertising*. **Art Johnsen** is managing partner at Locomotion Creative in Nashville, Tennessee, which he co-founded in 1998. He received his M.B.A. from the University of Virginia.

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