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Richard J Semenik (2015) : Promotion and Integrated Marketing Communications Richard J Semenik Hardcover. Ad Campaign Planner

Campaign planning and promotion - fsecc

Planning a successful campaign can be made easier with the right tools. The tabs below provide essential planning and promotional tools including branding information

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Shay Sayre, Title: Campaign Planner for Integrated Brand Campaign Planner for Integrated Brand Communications (Paperback) By: Shay Sayre

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Shay Sayre is the author of Entertainment Marketing & Communication (4.25 avg rating, 4 ratings, 0 reviews, published 2007),

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Entertainment Marketing & Communication: Selling Branded Performance, People, and Places (Hardcover) ~ Shay Sayre (Author)

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