

清华营销学系列英文版教材

PEARSON

# 广告、促销与 整合营销传播

Integrated Advertising, Promotion, and  
Marketing Communications

Fifth Edition

[美] 肯尼思·E·克洛 (Kenneth E. Clow) 著  
唐纳德·巴克 (Donald Baack)

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# 出 版 说 明

为了适应经济全球化的发展趋势，满足国内广大读者了解、学习和借鉴国外先进管理经验和掌握经济理论前沿动态的需要，清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书，基本上已是再版多次、在国外深受欢迎、并被广泛采用的优秀教材，绝大部分是该领域中较具权威性的经典之作。

由于原作者所处国家的政治、经济和文化背景等与我国不同，对书中所持观点，敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助，对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议，也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

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世纪之交，中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进，以及经济全球化的激烈挑战。无论是无远弗界的因特网，还是日益密切的政治、经济、文化等方面的国际合作，都标示着 21 世纪的中国是一个更加开放的中国，也面临着一个更加开放的世界。

教育，特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来，尤其是 20 世纪 90 年代之后，为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合，为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者，我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例，2000 年，学院顾问委员会成立，并于 10 月举行了第一次会议，2001 年 4 月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人，其阵容之大、层次之高，超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中，教师和学生与国外的交流机会大幅度增加，越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中，我们的管理教育工作者和经济管理学习者，更加真切地体验到这个世界正发生着深刻的变化，也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展，闭关锁国、闭门造车是绝对不行的，必须同国际接轨，按照国际一流的水准来要求自己。正如朱镕基同志在清华大学经济管理学院成立十周年时所发的贺信中指出的那样：“建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律，熟悉其运行规则，而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段，结合中国的国情，办成世界第一流的经管学院。”作为达到世界一流的一个重要基础，朱镕基同志多次建议清华的 MBA 教育要加强英语教学。我体会，这不仅因为英语是当今世界交往中重要的语言工具，是连接中国与世界的重要桥梁和媒介，而且更是中国经济管理人才参与国际竞争，加强国际合作，实现中国企业的国际战略的基石。推动和实行英文教学并不是目的，真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求，清华大学经济管理学院正在不断推动英语教学的步伐，使得英语不仅是一门需要学习的核心课程，而且渗透到各门专业课程的学习当中。

课堂讲授之外，课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段，而且是对学习

者思维方式的有效训练。

我们知道，就阅读而言，学习和借鉴国外先进的管理经验和掌握经济理论动态，或是阅读翻译作品，或是阅读原著。前者属于间接阅读，后者属于直接阅读。直接阅读取决于读者的外文阅读能力，有较高外语水平的读者当然喜欢直接阅读原著，这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏，同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础，但又不能完全独立阅读国外原著的读者来说，外文的阅读能力是需要加强培养和训练的，尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书，他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间，他就会在无形中减弱自己的竞争能力。因此，我们认为，有一定外语基础的读者，都应该尝试一下阅读外文原版，只要努力并坚持，就一定能过了这道关，到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时，我们更看重读者在阅读英文原著作时对于西方管理者或研究者的思维方式的学习和体会。我认为，原汁原味的世界级大师富有特色的表达方式背后，反映了思维习惯，反映了思想精髓，反映了文化特征，也反映了战略偏好。知己知彼，对于跨文化的管理思想、方法的学习，一定要熟悉这些思想、方法所孕育、成长的文化土壤，这样，有朝一日才能真正“具备国际战略头脑”。

以往，普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元，多则上百美元，一般读者只能望书兴叹。随着全球经济合作步伐的加快，目前在出版行业有了一种新的合作出版的方式，即外文影印版，其价格几乎与国内同类图书持平。这样一来，读者可以不必再为书价发愁。清华大学出版社这些年来在这方面一直以独特的优势领先于同行。早在1997年，清华大学出版社敢为人先，在国内最早推出一批优秀商学英文版教材，规模宏大，在企业界和管理教育界引起不小的轰动，更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需，也为了向全国更多的MBA试点院校和更多的经济管理学院的教师和学生提供学习上的支持，清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书，也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新；祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院

# Preface

Advertising, promotions, and marketing communications are integral components of marketing. If your major is marketing, understanding how companies can effectively communicate with customers and potential customers creates the foundation needed to develop effective marketing skills. This will help you succeed in your marketing career.

If you are not a marketing major, consider all of the marketing communications around you. Any company or organization you work for will be involved in marketing its products or services. Understanding how marketing communications are developed and why will be valuable knowledge. It will help you comprehend the methods used by the people in the marketing department in the company where you will work and will provide you with better information to function as a consumer.

We created *Integrated Advertising, Promotion, and Marketing Communications*, in part, to help students understand the importance of integrating all marketing communications (IMC) and how they are produced and transmitted. When our first edition was written, almost all marketing communication textbooks focused exclusively on advertising. As you know from your everyday experiences and the courses you have taken in college, marketing communications includes much more than that. It includes promotions, such as coupons, price discounts, and contests. Marketing has expanded to blogs on the Internet, customer reviews of products, messages delivered to cell phones, and newer programs, such as buzz marketing. These venues are vital ingredients in effectively reaching consumers. These must also be carefully integrated into one clear message and voice for customers to hear.

We prepared this textbook and all of the additional materials in a way that will best help you to understand integrated marketing communications. Students need opportunities to apply concepts to real-life situations. This helps them clearly understand and retain the ideas. As a result, we have prepared a variety of end-of-chapter materials that are designed to help you practice using the concepts. These materials include Integrated Campaigns in Action, integrated learning exercises, discussion and critical-thinking exercises, creative exercises, and cases.

## WHAT'S NEW IN THE FIFTH EDITION?

This fifth edition of *Integrated Advertising, Promotion, and Marketing Communications* offers some exciting new features. The most dynamic is the addition of the Integrated Campaigns in Action series, which concludes nearly every chapter. These actual advertising and

promotional programs are described by the people and advertising agencies involved in creating them. Other new features in this edition include:

- **Interviews with advertising professionals.** At various points throughout the text, interviews and quotes from advertising professionals have been integrated into the chapters. Some are as lengthy as a full description of the development of the Motel 6 advertising program by Stan Richards, founder of The Richards Groups, whereas others are as short as one-sentence commentaries on various marketing and promotions topics, but they all will give you an important perspective on real-world applications.
- **Increased emphasis on social media.** One of the most rapidly evolving aspects of advertising and promotion has been the demand for increased usage of social media. This edition presents a great deal of new material on these important changes, including the book's opening vignette about Twitter. Coverage of social media has been added wherever it has impacted marketing communications.
- **New opening vignettes and cases.** Many of the chapter opening vignettes are brand new to this edition, and each chapter includes one new case. These materials keep the book fresh and current.
- **Inclusion of personal selling.** Based on responses from reviewers of the previous edition, a section regarding the importance of personal selling has been added to Chapter 11. The face-to-face element of marketing communications merits this new material.
- **Updated examples.** New examples of marketing communications principles have been incorporated to provide up-to-date information about companies you can relate to. New discussion and critical-thinking exercises have been created to help you understand and apply the materials presented in each chapter.

## INTEGRATED LEARNING PACKAGE

We have created several features that are designed to help you learn the material in this text. Advertising and marketing communications are interesting and enjoyable subjects, and these materials have been developed to make learning interactive and fun!

- **Integrated Campaigns in Action.** The most exciting and unique new feature in this textbook is a series of presentations about actual marketing programs, as created and designed by professional agencies. Bill Breedlove from the Pink Jacket Creative advertising agency will

relay a great story about an event marketing program set up for 200 people attending a trade show. He will also tell you about his firm's successful guerrilla marketing program for Engobi. Lee McGuire will discuss an integrated marketing campaign for selling Skyjacker lift kits. Kraft and the mcgarrybowen advertising agency share information on the newest Philadelphia Cream Cheese campaign. These features appear at the end of each chapter.

- **Lead-in vignettes.** Each chapter begins with a vignette related to the chapter's topic. The majority of the vignettes revolve around success stories in companies most of you will recognize, such as PetSmart. In this edition, new vignettes have been introduced, including stories about Twitter, Platinum Motorcars, GoDaddy.com, and even one about Barbie. The vignettes introduce you to the concepts presented throughout the chapter.
- **International marketing discussions.** Some of you have traveled to other countries. Most of you interact with students from around the globe. Global, international business is all around. This makes understanding international marketing issues important. This book features international concerns related to the topics at hand. Also, a section called "International Implications" appears at the end of every chapter.
- **Critical-thinking exercises and discussion questions.** The end-of-chapter materials include a variety of exercises designed to help you comprehend and apply the chapter concepts. These exercises challenge your thinking and encourage you to dig deeper. The best way to know that you have truly learned a concept or theory is when you can apply it to a different situation. These critical-thinking and discussion exercises require you to apply knowledge to a wide array of marketing situations.
- **Integrated learning exercises.** At the end of each chapter, a set of questions guides you to the Internet to access information that ties into the subject matter covered. These exercises provide an opportunity to look up various companies and organizations to see how they use the concepts presented in the chapter.
- **Creative Corner exercises.** A new feature has been added to this edition. Most students enjoy the opportunity to use their creative abilities. As a result, we feature a new exercise called the "Creative Corner," which asks you to design advertisements and other marketing-related materials. We suggest you complete these activities even when they are not assigned. They help you realize that you are more creative than you might think, and they're fun. Ken Clow has taught students who said they had zero creative ability. Yet these same students were able to produce ads that won ADDY awards in student competitions sponsored by the American Advertising Federation (AAF). If you don't know anything about the AAF student competition, go the organization's Web site at [www.aaf.org](http://www.aaf.org). Entering the annual competition is exciting, and participating looks great on a resume.

- **Cases.** Two cases are provided at the conclusion of each chapter. They were written to help you learn by providing plausible scenarios that require thought and review of chapter materials. The short cases should help you conceptually understand chapter components and the larger, more general marketing issues.

## PEARSON MYMARKETINGLAB

Pearson's mymarketinglab ([www.mypearsonmarketinglab.com](http://www.mypearsonmarketinglab.com)) gives you the opportunity to test yourself on key concepts and skills, track your own progress through the course, and use the personalized study plan activities—all to help you achieve success in the classroom.

The mymarketinglab that accompanies *Integrated Advertising, Promotion, and Marketing Communications* includes:

- **Ad exercises.** View a variety of advertisements and test your understanding of how they apply IMC concepts.
- **Personalized study plans.** Pre- and posttests are directed to help you understand and apply the concepts where you need the most help.
- **Critical Thinking Challenge Questions.** These questions measure core critical-thinking skills through the context of marketing applications. To answer these questions, you will need to recognize assumptions, evaluate arguments, identify relevant issues, draw inferences, spot logical flaws, and recognize similarities between arguments. Knowledge of marketing content picked up through the text and the class will help you zero in on the correct issues, but you will still need to exercise critical judgment in order to get the correct answer.
- **Audio PowerPoints.** Pearson's MyMarketingLab also offers the instructor PowerPoints in an audio format for those of you taking classes online or as a supplemental teaching aid to the classroom lectures.

Find out more at [www.mypearsonmarketinglab.com](http://www.mypearsonmarketinglab.com).

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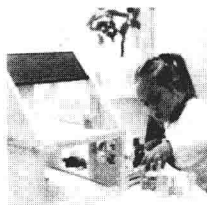
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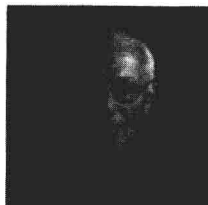
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