



# Advertising Account Planning: Planning and Managing an IMC Campaign

By Larry Kelley, Donald W. Jugenheimer



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Concise yet comprehensive, this practical guide covers the critical role of the account planner in advertising. The new edition of *Advertising Account Planning* features several new topics as well as deeper content in existing areas based on feedback from students, instructors and practitioners.

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### Editorial Review

#### Review

"This is one of the most comprehensive textbooks on advertising account planning currently available. Kelley and Jugenheimer do an excellent job of taking readers through the history of planning, its role in advertising campaigns, and the specifics of segmentation, positioning, and developing insights. A must-have for all present and future advertising practitioners." --Harsha Gangadharbatla, University of Colorado

"With its accessible format, real-world examples, and logical and thorough presentation of the process, *Advertising Account Planning* is the go-to guide for both students and practitioners in account planning, consumer behavior, and campaign development." --Lisa C. Troy, Texas A&M University

#### About the Author

Larry Kelley is a Professor of Advertising at the Jack J. Valenti School of Communication at the University of Houston, USA. He teaches advertising media planning, advertising account planning, and principles of advertising, among other classes. He has authored or co-authored 7 books.

Donald W. Jugenheimer is an author, researcher, consultant and educator. His specialties are communication, advertising and media management, media economics and advertising media. He has authored or co-authored 20 books.

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