



# Marketing Communications: Integrating Offline and Online with Social Media

*P. R. Smith, Ze Zook*

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*Marketing Communications* has been listed as a "classic" by the Marketing Society. Paul Smith's and Ze Zook's understanding of marketing communications is widely acclaimed and has proved popular with students and practitioners alike. *Marketing Communications* explores:

- social media and websites
- advertising
- PR
- sponsorship
- direct selling

The fifth edition has been significantly updated to include the many new forms of communication now available for marketing professionals. heralding the emergence of social media as a "marketing revolution," the book presents the many varied forms of communication this offers and the opportunities for marketing that more effectively engages with its end-user.

With numerous examples and case studies as well as online support material for instructors and students, this textbook will guide the user through the changing face of marketing communications.

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