

ZenXLA Reading List Fall 2024

PUBLISHED

2249-90477 (2022)

More info

General (4)

Website Intro to Advertising ✓
Note: If you did not take COMM 4320, read this
 Add tags to item

Complete

View online

2

Video Strategic Marketing Plan ✓
 Add tags to item

Complete

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3

Website Rethinking Marketing ✓
Roland T. Rust, Christine Moorman, and Gaurav Bha...
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2

Website Essential Guide to Marketing in a Digital World ✓
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Account Resources (5)

Collaborators (1)

Instructors (1)

Student Discussion (0)

Library Discussion (1)



Website Communication Channels in Public Relations✓

Julie Walker

Note: Please visit this site to access the information Add tags to item**Complete** View online

Website Evolving world of public relations✓

MERLOT

Note: Lesson 2. Information Strategy Process and t... Add tags to item**Complete** View online

Website Public Relations Case Studies: Strategies & Actions✓

MERLOT

Note: This is a whole book on PR Case Studies publi... Add tags to item**Complete** View online

Website AUDIENCE ANALYSIS✓

Merlot

Note: This is a great book, but I have linked specific... Add tags to item**Complete** View online

Website Digital marketing strategy✓

PIERRE-YANN DOLBEC

Note: This will be a critical resource for Media Plan... Add tags to item**Complete** View online

Creative Resources (5)

Article The Face of the Brand: How Art Directors Understand Visual Brand Identity✓

Phillips, Barbara J. ; McQuarrie, Edward F. ; Griffin, ...
Journal of advertising, 43(4), 2014-01-01, 318 - 332

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Article The art director in the configuration of creative teams: creative process and access to advertising agencies✓

Miguélez Juan, Blanca, Gráfica (Bellaterra), 6(11),
2018-01-01, 13 -

🔖 Add tags to item

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👁 2

Website Writing in PR✓

Note: This book has a ton of resources, but specific...

🔖 Add tags to item

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👁 2

Website ART DIRECTOR✓

Medium

🔖 Add tags to item

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👁 3

Website 7 Tips to being a good copy writer✓

Institute of Data and Marketing

🔖 Add tags to item

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👁 3

