

# Advertising and Promotion

AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE

SIXTH EDITION

**George E. Belch & Michael A. Belch**

BOTH OF SAN DIEGO STATE UNIVERSITY



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AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE**

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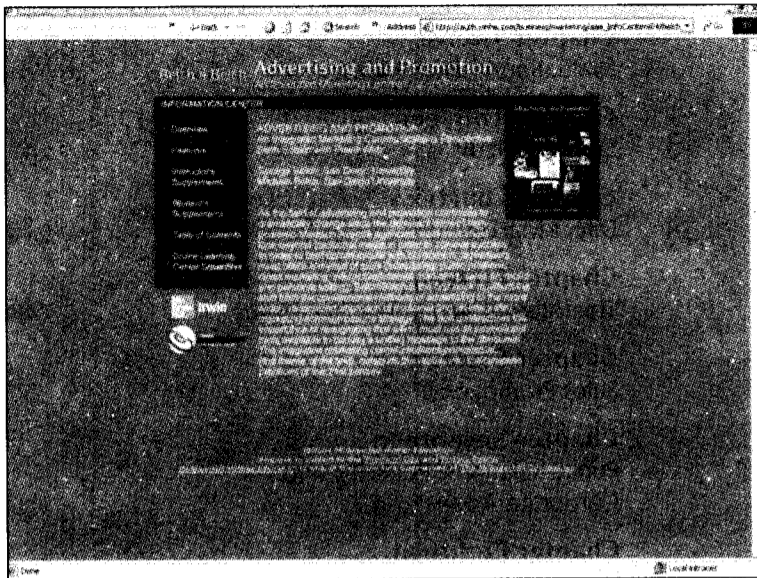
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# WALKTHROUGH PREFACE

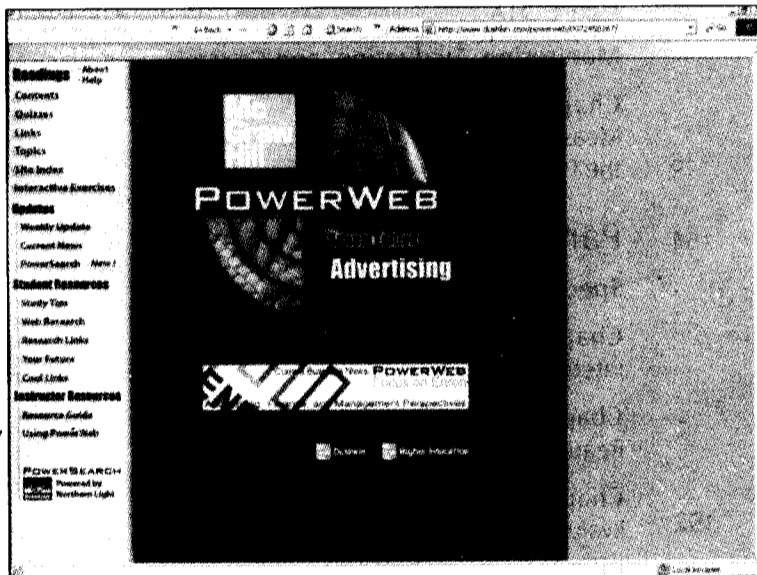


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# Contents in Brief

<b>Part One</b>		
<b>Introduction to Integrated Marketing Communications</b>		
<b>Chapter One</b>		
An Introduction to Integrated Marketing Communications	2	
<b>Chapter Two</b>		
The Role of IMC in the Marketing Process	36	
<b>Part Two</b>		
<b>Integrated Marketing Program Situation Analysis</b>		
<b>Chapter Three</b>		
Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations	66	
<b>Chapter Four</b>		
Perspectives on Consumer Behavior	102	
<b>Part Three</b>		
<b>Analyzing the Communication Process</b>		
<b>Chapter Five</b>		
The Communication Process	136	
<b>Chapter Six</b>		
Source, Message, and Channel Factors	164	
<b>Part Four</b>		
<b>Objectives and Budgeting for Integrated Marketing Communications Programs</b>		
<b>Chapter Seven</b>		
Establishing Objectives and Budgeting for the Promotional Program	192	
<b>Part Five</b>		
<b>Developing the Integrated Marketing Communications Program</b>		
<b>Chapter Eight</b>		
Creative Strategy: Planning and Development	234	
<b>Chapter Nine</b>		
Creative Strategy: Implementation and Evaluation	264	
<b>Chapter Ten</b>		
Media Planning and Strategy	298	
<b>Chapter Eleven</b>		
Evaluation of Broadcast Media		348
<b>Chapter Twelve</b>		
Evaluation of Print Media		390
<b>Chapter Thirteen</b>		
Support Media		430
<b>Chapter Fourteen</b>		
Direct Marketing		460
<b>Chapter Fifteen</b>		
The Internet and Interactive Media		484
<b>Chapter Sixteen</b>		
Sales Promotion		510
<b>Chapter Seventeen</b>		
Public Relations, Publicity, and Corporate Advertising		562
<b>Chapter Eighteen</b>		
Personal Selling		596
<b>Part Six</b>		
<b>Monitoring, Evaluation, and Control</b>		
<b>Chapter Nineteen</b>		
Measuring the Effectiveness of the Promotional Program		618
<b>Part Seven</b>		
<b>Special Topics and Perspectives</b>		
<b>Chapter Twenty</b>		
International Advertising and Promotion		656
<b>Chapter Twenty-one</b>		
Regulation of Advertising and Promotion		708
<b>Chapter Twenty-two</b>		
Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion		748
<b>Glossary of Advertising and Promotion Terms</b>		GL 1
<b>Endnotes</b>		EN 1
<b>Credits and Acknowledgments</b>		CR
<b>Name and Company Index</b>		IN
<b>Subject Index</b>		IN 13

# Contents

## Part One

### Introduction to Integrated Marketing Communications

2



### Chapter One

#### An Introduction to Integrated Marketing Communications

2

The Growth of Advertising and Promotion

5

**CAREER PROFILE: Thomas L. Aiello,**  
**Vice President, Account Supervisor—**  
**Leo Burnett, USA**

6

What Is Marketing?

7

*Marketing Focuses on Exchange*

7

*Relationship Marketing*

7

*The Marketing Mix*

8

Integrated Marketing Communications

9

*The Evolution of IMC*

9

*Reasons for the Growing Importance of IMC*

11

*The Role of IMC in Branding*

14

The Promotional Mix: The Tools for IMC

16

*Advertising*

16

*Direct Marketing*

18

*Interactive/Internet Marketing*

20

*Sales Promotion*

21

*Publicity/Public Relations*

22

*Personal Selling*

23

Promotional Management

24

The IMC Planning Process

25

*Review of the Marketing Plan*

25

*Promotional Program Situation Analysis*

25

*Analysis of the Communications Process*

29

*Budget Determination*

31

*Developing the Integrated Marketing*

31

*Communications Program*

31

*Monitoring, Evaluation, and Control*

32

Perspective and Organization of This Text

32



### Chapter Two

#### The Role of IMC in the Marketing Process

36

Marketing Strategy and Analysis

40

*Opportunity Analysis*

40

*Competitive Analysis*

41

*Target Market Selection*

42

The Target Marketing Process

43

*Identifying Markets*

43

*Market Segmentation*

44

*Selecting a Target Market*

50

*Market Positioning*

51

Developing the Marketing Planning Program

58

*Product Decisions*

58

*Price Decisions*

60

*Distribution Channel Decisions*

62

*Developing Promotional Strategies:*

*Push or Pull?*

62

**CAREER PROFILE: Fiona Morrisson,**  
**Director, Corporate Communications,**  
**JetBlue Airways**

63

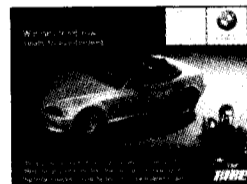
The Role of Advertising and Promotion

64

## Part Two

### Integrated Marketing Program Situation Analysis

66



### Chapter Three

#### Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations

66

Participants in the Integrated Marketing Communications Process: An Overview

69

**xix**

Organizing for Advertising and Promotion in the Firm: The Client's Role	71
<i>The Centralized System</i>	71
<i>The Decentralized System</i>	72
<i>In-House Agencies</i>	75
Advertising Agencies	77
<i>The Ad Agency's Role</i>	78
<i>Types of Ad Agencies</i>	79
<i>Other Types of Agencies and Services</i>	83
Agency Compensation	85
<i>Commissions from Media</i>	85
<i>Fee, Cost, and Incentive-Based Systems</i>	87
<i>Percentage Charges</i>	88
<i>The Future of Agency Compensation</i>	88
Evaluating Agencies	88
<i>Gaining and Losing Clients</i>	90
Specialized Services	94
<i>Direct-Response Agencies</i>	94
<i>Sales Promotion Agencies</i>	94
<i>Public Relations Firms</i>	95
<i>Interactive Agencies</i>	95
Collateral Services	96
<b>CAREER PROFILE: Josh Rose, Senior Vice President, Director of iDeutsch</b>	97
<i>Marketing Research Companies</i>	98
Integrated Marketing Communications Services	98
<i>Pros and Cons of Integrated Services</i>	98
<i>Responsibility for IMC: Agency versus Client</i>	99



#### Chapter Four

Perspectives on Consumer Behavior	102
An Overview of Consumer Behavior	105
The Consumer Decision-Making Process	107
<i>Problem Recognition</i>	107
<i>Examining Consumer Motivations</i>	109
<i>Information Search</i>	112
<i>Perception</i>	113
<i>Alternative Evaluation</i>	114
<i>Attitudes</i>	117
<i>Integration Processes and Decision Rules</i>	119
<i>Purchase Decision</i>	120
<i>Postpurchase Evaluation</i>	120
<i>Variations in Consumer Decision Making</i>	122
The Consumer Learning Process	123
<i>Behavioral Learning Theory</i>	123
<i>Cognitive Learning Theory</i>	126
Environmental Influences on Consumer Behavior	127
<i>Culture</i>	127
<i>Subcultures</i>	128

<i>Reference Groups</i>	129
<i>Situational Determinants</i>	130
Alternative Approaches to Consumer Behavior	131
<i>New Methodologies</i>	131
<i>New Insights</i>	131

## Part Three

<b>Analyzing the Communication Process</b>	136
--	-----



#### Chapter Five

The Communication Process	136
The Nature of Communication	139
A Basic Model of Communication	139
<i>Source Encoding</i>	141
<i>Message</i>	141
<i>Channel</i>	143
<i>Receiver/Decoding</i>	143
<i>Noise</i>	145
<i>Response/Feedback</i>	145
Analyzing the Receiver	145
<i>Identifying the Target Audience</i>	146
The Response Process	147
<i>Traditional Response Hierarchy Models</i>	147
<i>Alternative Response Hierarchies</i>	150
<i>Implications of the Alternative Response Models</i>	153
Understanding Involvement	153
<i>The FCB Planning Model</i>	154
Cognitive Processing of Communications	157
<i>The Cognitive Response Approach</i>	157
<i>The Elaboration Likelihood Model</i>	158
Summarizing the Response Process and the Effects of Advertising	161



#### Chapter Six

Source, Message, and Channel Factors	164
Promotional Planning through the Persuasion Matrix	166

Source Factors	168
<i>Source Credibility</i>	168
<i>Source Attractiveness</i>	172
<i>Source Power</i>	177
Message Factors	179
<i>Message Structure</i>	179
<i>Message Appeals</i>	183
Channel Factors	187
<i>Personal versus Nonpersonal Channels</i>	187
<i>Effects of Alternative Mass Media</i>	187
<i>Effects of Context and Environment</i>	188
<i>Clutter</i>	188

## Part Four

<b>Objectives and Budgeting for Integrated Marketing Communications Programs</b>	192
--	-----



### Chapter Seven

Establishing Objectives and Budgeting for the Promotional Program	192
The Value of Objectives	195
<i>Communications</i>	195
<i>Planning and Decision Making</i>	196
<i>Measurement and Evaluation of Results</i>	196
Determining Promotional Objectives	196
<i>Marketing versus Communications Objectives</i>	196
Sales versus Communications Objectives	198
<i>Sales-Oriented Objectives</i>	198
<i>Communications Objectives</i>	202
DAGMAR: An Approach to Setting Objectives	206
<i>Characteristics of Objectives</i>	206
<i>Assessment of DAGMAR</i>	208
Problems in Setting Objectives	209
<i>Improving Promotional Planners' Use of Objectives</i>	209
<i>Setting Objectives for the IMC Program</i>	210
Establishing and Allocating the Promotional Budget	211
<i>Establishing the Budget</i>	211
<i>Budgeting Approaches</i>	217
<i>Allocating the Budget</i>	228

## Part Five

<b>Developing the Integrated Marketing Communications Program</b>	234
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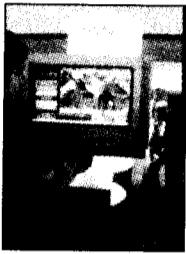
### Chapter Eight

Creative Strategy: Planning and Development	234
The Importance of Creativity in Advertising	237
Advertising Creativity	239
<i>What Is Creativity?</i>	239
<i>Different Perspectives on Advertising Creativity</i>	239
Planning Creative Strategy	243
<i>The Creative Challenge</i>	243
<i>Taking Creative Risks</i>	243
<i>Creative Personnel</i>	244
The Creative Process	244
<i>Account Planning</i>	246
<i>Inputs to the Creative Process: Preparation, Incubation, Illumination</i>	247
<i>Inputs to the Creative Process: Verification, Revision</i>	251
Creative Strategy Development	251
<i>Advertising Campaigns</i>	251
<i>Copy Platform</i>	254
<i>The Search for the Major Selling Idea</i>	255

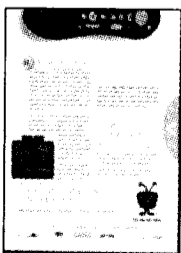


### Chapter Nine

Creative Strategy: Implementation and Evaluation	264
Appeals and Execution Styles	266
<i>Advertising Appeals</i>	267
<i>Advertising Execution</i>	275
Creative Tactics	283
<i>Creative Tactics for Print Advertising</i>	283
<i>Creative Tactics for Television</i>	286
Client Evaluation and Approval of Creative Work	291
<i>Guidelines for Evaluating Creative Output</i>	292
<b>CAREER PROFILE: Louise Stix, Manager of Corporate Communications and Creative Services, Savin Corporation</b>	295



<b>Chapter Ten</b>	
Media Planning and Strategy	298
An Overview of Media Planning	301
<i>Some Basic Terms and Concepts</i>	301
<i>The Media Plan</i>	303
<i>Problems in Media Planning</i>	303
Developing the Media Plan	306
Market Analysis and Target	
Market Identification	306
<i>To Whom Shall We Advertise?</i>	306
<i>What Internal and External Factors</i>	
<i>Are Operating?</i>	309
<i>Where to Promote?</i>	310
Establishing Media Objectives	312
Developing and Implementing	
Media Strategies	313
<i>The Media Mix</i>	313
<i>Target Market Coverage</i>	313
<i>Geographic Coverage</i>	314
<i>Scheduling</i>	314
<i>Reach versus Frequency</i>	316
<i>Creative Aspects and Mood</i>	321
<i>Flexibility</i>	323
<i>Budget Considerations</i>	323
Evaluation and Follow-Up	326
Computers in Media Planning	326
<i>Computers in Market Analysis</i>	328
<i>Computers in Media Strategy Development</i>	328
Characteristics of Media	331
<b>APPENDIX A: Sources of Media</b>	
<b>Information</b>	334
<b>APPENDIX B: Media Plan</b>	
<b>for Bumble Bee Tuna</b>	335



<b>Chapter Eleven</b>	
Evaluation of Broadcast Media	348
Television	351
<i>Advantages of Television</i>	351
<i>Limitations of Television</i>	353

Buying Television Time	357
<i>Network versus Spot</i>	357
<i>Methods of Buying Time</i>	362
<i>Selecting Time Periods and Programs</i>	364
<i>Cable Television</i>	364
<i>Measuring the TV Audience</i>	370
Radio	377
<i>Advantages of Radio</i>	377
<i>Limitations of Radio</i>	380
<i>Buying Radio Time</i>	383
<i>Time Classifications</i>	383
<i>Audience Information</i>	385



<b>Chapter Twelve</b>	
Evaluation of Print Media	390
The Role of Magazines and Newspapers	393
Magazines	393
<i>Classifications of Magazines</i>	393
<i>Advantages of Magazines</i>	395
<i>Disadvantages of Magazines</i>	401
<i>Magazine Circulation and Readership</i>	403
<i>Audience Information and Research</i>	
<i>for Magazines</i>	406
<b>CAREER PROFILE: Greg Hancock, Sales</b>	
<b>Representative for Rolling Stone magazine</b>	407
<i>Purchasing Magazine Advertising Space</i>	408
<i>The Future for Magazines</i>	409
Newspapers	413
<i>Types of Newspapers</i>	413
<i>Types of Newspaper Advertising</i>	416
<i>Advantages of Newspapers</i>	417
<i>Limitations of Newspapers</i>	420
<i>The Newspaper Audience</i>	421
<i>Purchasing Newspaper Space</i>	422
<i>Newspaper Rates</i>	423
<i>The Future for Newspapers</i>	425



<b>Chapter Thirteen</b>	
Support Media	430
The Scope of the Support Media Industry	432
Out-of-Home Media	432
<i>Outdoor Advertising</i>	433
<i>Additional Out-of-Home Media</i>	436

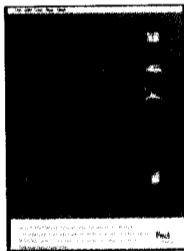


<i>In-Store Media</i>	437
<i>Miscellaneous Outdoor Media</i>	437
<i>Audience Measurement in Out-of-Home Media</i>	437
<i>Transit Advertising</i>	440
Promotional Products Marketing	443
<i>Advantages and Disadvantages</i>	
<i>of Promotional Products Marketing</i>	443
<i>Audience Measurement in Promotional</i>	
<i>Products Marketing</i>	445
<i>Yellow Pages Advertising</i>	446
Other Media	448
<i>Advertising in Movie Theaters</i>	448
<i>Product Placements in Movies and on TV</i>	450
<i>In-Flight Advertising</i>	453
<i>Miscellaneous Other Media</i>	456



## Chapter Fourteen

Direct Marketing	460
Direct Marketing	462
<i>Defining Direct Marketing</i>	463
<i>The Growth of Direct Marketing</i>	463
<i>The Role of Direct Marketing</i>	
<i>in the IMC Program</i>	465
<b>CAREER PROFILE: Melissa L. Fisher,</b>	
<b>Vice President, Marketing and</b>	
<b>Communications Cox Target Media, Inc.</b>	466
<i>Direct-Marketing Objectives</i>	467
<i>Developing a Database</i>	467
<i>Direct-Marketing Strategies and Media</i>	471
Direct Selling	478
Evaluating the Effectiveness	
of Direct Marketing	480
<i>Advantages and Disadvantages</i>	
<i>of Direct Marketing</i>	480



## Chapter Fifteen

The Internet and Interactive Media	484
Defining the Internet	486
Developing an Internet Program	488
<i>Web Participants</i>	488
<i>Web Objectives</i>	490
<i>Developing and Maintaining a Website</i>	490

<i>Communications Objectives</i>	492
<i>E-Commerce</i>	494
The Internet and Integrated Marketing	
Communications	496
Advertising	496
<i>Sales Promotion on the Internet</i>	498
<i>Personal Selling on the Internet</i>	499
<i>Public Relations on the Internet</i>	499
<i>Direct Marketing on the Internet</i>	500
Measuring Effectiveness of the Internet	501
<i>Audience Measures and Measures</i>	
<i>of Effectiveness</i>	501
<i>Sources of Measurement Data</i>	504
Advantages and Disadvantages of the Internet	504
Additional Interactive Media	506
Wireless	508



## Chapter Sixteen

Sales Promotion	510
The Scope and Role	
of Sales Promotion	513
The Growth of Sales Promotion	514
<i>Reasons for the Increase in Sales Promotion</i>	515
<i>Concerns about the Increased Role</i>	
<i>of Sales Promotion</i>	520
<i>Consumer Franchise-Building versus</i>	
<i>Nonfranchise-Building Promotions</i>	520
Consumer-Oriented Sales Promotion	522
<i>Objectives of Consumer-Oriented</i>	
<i>Sales Promotion</i>	522
Consumer-Oriented Sales Promotion Techniques	526
<i>Sampling</i>	526
<i>Coupons</i>	529
<i>Premiums</i>	535
<i>Contests and Sweepstakes</i>	537
<i>Refunds and Rebates</i>	540
<i>Bonus Packs</i>	541
<i>Price-Off Deals</i>	541
<i>Frequency Programs</i>	541
<i>Event Marketing</i>	543
<i>Summary of Consumer-Oriented Promotions</i>	
<i>and Marketer Objectives</i>	543
Trade-Oriented Sales Promotion	544
<i>Objectives of Trade-Oriented Sales Promotion</i>	544
<i>Types of Trade-Oriented Promotions</i>	546
<b>CAREER PROFILE: John Boyle,</b>	
<b>Marketing Analyst, Chicken of the Sea</b>	
<b>International</b>	548

Coordinating Sales Promotion and Advertising	554
<i>Budget Allocation</i>	554
<i>Coordination of Ad and Promotion Themes</i>	555
<i>Media Support and Timing</i>	555
Sales Promotion Abuse	557



## Chapter Seventeen

Public Relations, Publicity, and Corporate Advertising	562
--	-----

Public Relations	564
<i>The Traditional Definition of PR</i>	564
<i>The New Role of PR</i>	565
<i>Integrating PR into the Promotional Mix</i>	566
<i>Marketing Public Relations (MPR) Functions</i>	566
The Process of Public Relations	568
<i>Determining and Evaluating Public Attitudes</i>	568
<i>Establishing a PR Plan</i>	569
<i>Developing and Executing the PR Program</i>	569
<i>Advantages and Disadvantages of PR</i>	576
<i>Measuring the Effectiveness of PR</i>	577
Publicity	579
<i>The Power of Publicity</i>	579
<i>The Control and Dissemination of Publicity</i>	581
<i>Advantages and Disadvantages of Publicity</i>	583
<i>Measuring the Effectiveness of Publicity</i>	583
Corporate Advertising	583
<i>Objectives of Corporate Advertising</i>	585
<i>Types of Corporate Advertising</i>	585
<i>Advantages and Disadvantages of Corporate Advertising</i>	592
<i>Measuring the Effectiveness of Corporate Advertising</i>	593



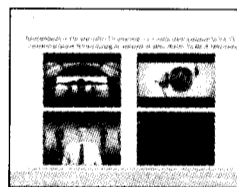
## Chapter Eighteen

Personal Selling	596
The Scope of Personal Selling	598
The Role of Personal Selling in the IMC Program	599
<i>Determining the Role of Personal Selling</i>	599
<i>The Nature of Personal Selling</i>	600

Advantages and Disadvantages of Personal Selling	606
Combining Personal Selling with Other Promotional Tools	608
<i>Combining Personal Selling and Advertising</i>	608
<i>Combining Personal Selling and Public Relations</i>	609
<i>Combining Personal Selling and Direct Marketing</i>	610
<i>Combining Personal Selling and Sales Promotion</i>	611
<i>Combining Personal Selling with the Internet</i>	611
Evaluating the Personal Selling Effort	613
<i>Criteria for Evaluating Personal Selling</i>	613

## Part Six

### Monitoring, Evaluation, and Control



## Chapter Nineteen

Measuring the Effectiveness of the Promotional Program	618
Arguments for and Against Measuring Effectiveness	621
<i>Reasons to Measure Effectiveness</i>	621
<i>Reasons Not to Measure Effectiveness</i>	623
Conducting Research to Measure Advertising Effectiveness	625
<i>What to Test</i>	625
<i>When to Test</i>	626
<i>Where to Test</i>	627
<i>How to Test</i>	628
The Testing Process	629
<i>Concept Generation and Testing</i>	629
<i>Rough Art, Copy, and Commercial Testing</i>	631
<i>Pretesting of Finished Ads</i>	633
<b>CAREER PROFILE: John Hallward, President, Global Product Development Ipsos-ASI Inc, "The Advertising Research Company"</b>	637
<i>Market Testing of Ads</i>	638
Establishing a Program for Measuring Advertising Effects	647
<i>Problems with Current Research Methods</i>	647
<i>Essentials of Effective Testing</i>	648

Measuring the Effectiveness of Other Program Elements	648
<i>Measuring the Effectiveness of Sales Promotions</i>	648
<i>Measuring the Effectiveness of Nontraditional Media</i>	650
<i>Measuring the Effectiveness of Sponsorships</i>	650
<i>Measuring the Effectiveness of Other IMC Program Elements</i>	651



## Part Seven

### Special Topics and Perspectives



<b>Chapter Twenty</b>	
International Advertising and Promotion	656
The Importance of International Markets	659
The Role of International Advertising and Promotion	660
The International Environment	661
<i>The Economic Environment</i>	661
<i>The Demographic Environment</i>	664
<i>The Cultural Environment</i>	664
<i>The Political/Legal Environment</i>	666
Global versus Localized Advertising	668
<i>Advantages of Global Marketing and Advertising</i>	669
<i>Problems with Global Advertising</i>	670
<i>When Is Globalization Appropriate?</i>	672
<i>Global Products, Local Messages</i>	674
Decision Areas in International Advertising	677
<i>Organizing for International Advertising</i>	677
<i>Agency Selection</i>	678
<i>Advertising Research</i>	682
<i>Creative Decisions</i>	683
<i>Media Selection</i>	685
The Roles of Other Promotional Mix Elements in International Marketing	690
<i>Sales Promotion</i>	690
<i>Personal Selling</i>	693
<i>Public Relations</i>	694
<i>The Internet</i>	695
<b>Appendix C: Promoting Overseas: What's Legal and What's Not</b>	700

## Chapter Twenty-One

Regulation of Advertising and Promotion	708
Self-Regulation	712
<i>Self-Regulation by Advertisers and Agencies</i>	712
<i>Self-Regulation by Trade Associations</i>	714
<i>Self-Regulation by Businesses</i>	715
<i>The National Advertising Review Council and the NAD/NARB</i>	716
<i>Self-Regulation by Media</i>	718
<i>Appraising Self-Regulation</i>	721
Federal Regulation of Advertising	722
<i>Advertising and the First Amendment</i>	722
<i>Background on Federal Regulation of Advertising</i>	723
<i>The Federal Trade Commission</i>	723
<i>The Concept of Unfairness</i>	724
<i>Deceptive Advertising</i>	725
<i>The FTC's Handling of Deceptive Advertising Cases</i>	730
<i>Current Status of Federal Regulation by the FTC</i>	733
<i>Additional Federal Regulatory Agencies</i>	734
<i>The Lanham Act</i>	738
State Regulation	740
Regulation of Other Promotional Areas	740
<i>Sales Promotion</i>	740
<i>Marketing on the Internet</i>	744



## Chapter Twenty-Two

Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion	748
Advertising and Promotion Ethics	751
Social and Ethical Criticisms of Advertising	753
<i>Advertising as Untruthful or Deceptive</i>	754
<i>Advertising as Offensive or in Bad Taste</i>	754
<i>Advertising and Children</i>	758
<i>Social and Cultural Consequences</i>	762
<i>Summarizing Social Effects</i>	771
Economic Effects of Advertising	772
<i>Effects on Consumer Choice</i>	774
<i>Effects on Competition</i>	775
<i>Effects on Product Costs and Prices</i>	776
<i>Summarizing Economic Effects</i>	777

**Glossary of Advertising  
and Promotion Terms**  
**Endnotes**

GL1  
EN1

**Credits and Acknowledgments**  
**Name and Company Index**  
**Subject Index**

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IN  
IN13