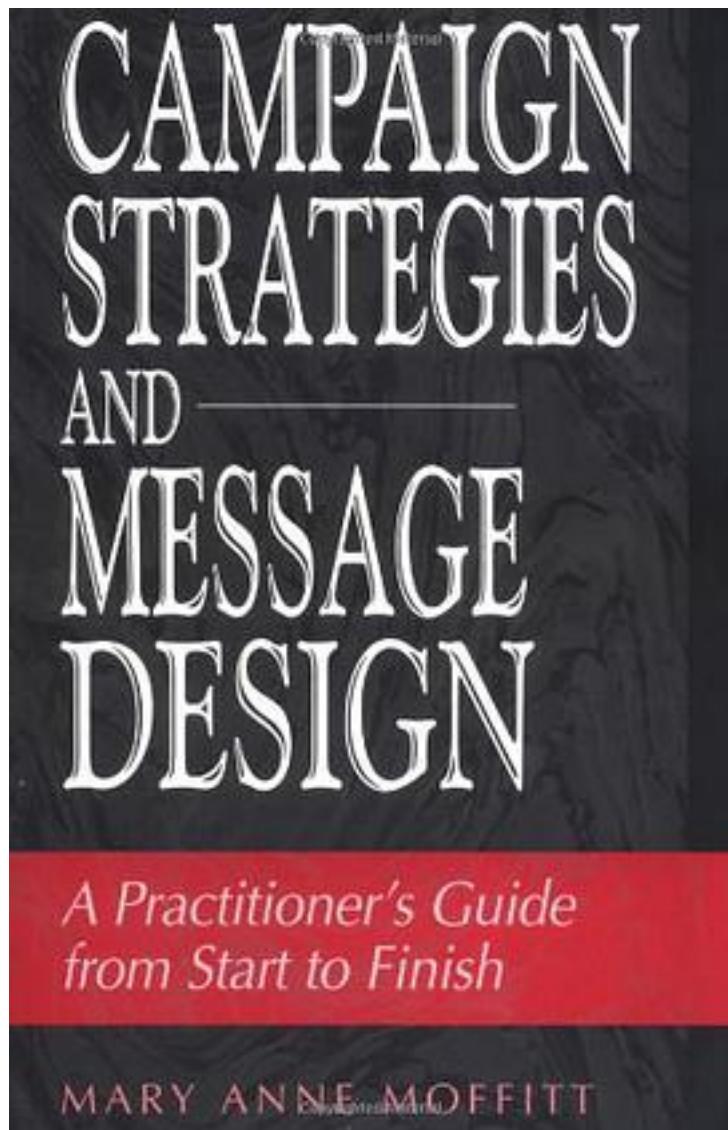


Campaign Strategies and Message Design



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How do professionals plan and execute a public communications campaign? This is a step-by-step examination of the conceptualizing, planning and execution of a public relations, marketing/advertising, political, or social issue campaign. Mary Anne Moffitt provides basic theories, concepts and issues to understand before conducting a campaign, and she examines the research tools and skills needed to investigate the organization, the industry and the targeted audiences for a campaign. Basic strategies for setting a campaign's goals and objectives are analyzed as are message strategies which determine correct wording and visualization factors. Lastly, Moffitt examines communication selection strategies for choosing the appropriate personal and media channels for delivering the messages.

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