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Alison Corke, who lives in York, is the author of Advertise Yourself – A Practical Guide to Advertising for the Small Business (1984).

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Pan Breakthrough Books

Effective Advertising and PR

Alison Corke

A Pan Original
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To Tim Bell and John Honsinger

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Foreword

Effective Advertising and PR examines the three main areas of communication in marketing – advertising, public relations and sales promotion. Imaginary case studies concerning advertising and public relations are related in full so you can at first simply enjoy a glimpse ‘behind the scenes’. Problems and mistakes are highlighted as well as successes, to give you a more realistic idea of what goes on. The section dealing with sales promotion asks you to select your own case study for examination. Separate sections dealing with advertising and the law, and planning and evaluation complete the groundwork.

We are surrounded by advertising – on posters, in the papers, on the television and radio. It would be a shame not to make use of this so I frequently ask you to check for yourself some of my observations. I also recommend you start your own cuttings file and suggest ways of sorting the advertisements you collect.

These activities, along with the self checks and the review questions, have been included to help you get as much as possible out of the book. Do try to complete all the exercises, it is all too easy to read through a book and find at the end that you can hardly remember a thing. And if you are trying to get a job in advertising a well kept cuttings file will undoubtedly help you talk sensibly about what is happening in advertising today, and this may give you the edge over the other applicants.