

## **Marketing Communications**

The theory and practice of marketing communications has changed considerably in recent years. There have been many papers about these changes and the role and characteristics of integrated marketing communications has been a popular topic of investigation. However, publications regarding some areas within the subject have not moved on at such a rapid pace. Here is an opportunity to address this imbalance and help put some of these marketing communication topics in their rightful place.

Theoretical and empirical papers are invited in all areas of market communications, but papers addressing the following topics will be particularly welcome:

- Budgeting for marketing communications
- Business-to-business marketing communications
- Marketing communication industry
- Marketing communication strategy
- Marketing communication mix
- Media planning
- Packaging
- Personal selling
- Positioning strategies
- Sales promotion
- Services industry orientated marketing communications

Papers that consider offline, online or purely digital perspectives of the above topics are of equal interest.

Chris Fill  
University of Portsmouth