



Advertising and Promotion: An Integrated Marketing Communications Perspective w/ Premium Content Card

By George Belch, Michael Belch

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Editorial Review

About the Author

George Belch is a professor and chairman of the Marketing department at San Diego State University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals

Michael Belch is a professor of Marketing at San Diego State University. He received his B.S. degree in Marketing from Penn State University, his M.B.A. from Drexel University, and his Ph.D. in Consumer Behavior from the University of Pittsburgh. He has published articles on advertising and marketing in a variety of journals and serves on the editorial board of the Journal of Advertising. He also consults for a number of companies in the areas of advertising, marketing strategy, and amrketing research.

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