

Role of Project Management in the Advertising Industry

Access to new resource related to marketing and project management added to PMWL



Resource provided by [Milan Choudhury](#)

19 May 2020 – Nagpur, India – Access to a new resource has been added to the PM World Library (PMWL) related to marketing and project management. The new resource is titled “**Enhancing client-agency relationship quality in the advertising industry – an application of project management**”, by Elizabeth Levin, Thu Nguyen Quach, and Park Thaichon published in the Journal of Business & Industrial Marketing, 30 October 2018.

Advertising campaigns operate in a project-based environment, implementing marketing campaigns for clients and thus, advertising agency success is enhanced by project management tools. The study was among the first to develop a model for relationship quality drivers based on three key areas: service quality, relationship marketing and project management. The effectiveness of project management was assessed via the Iron Triangle which includes completion on time, within the specified budget and at the specified quality.

For service quality, the study contends that it is through service encounters that interpersonal relationships are formed. The project quality is assessed by considering the objectives, completion time and project cost combined with the project outcome. The study is a product of 119 usable surveys from marketing decision makers.

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/> click on “Marketing and Project Management”, scroll down to resource. Must be a registered trial, student or full member and logged-in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Levin E.; Quach, T.N.; Thaichon, P. (2018). **Enhancing client-agency relationship quality in the advertising industry – an application of project management**, Journal of Business & Industrial Marketing © Emerald Publishing Limited [ISSN 0885-8624], 30 October. Available online at https://e-tarjome.com/storage/panel/fileuploads/2019-08-21/1566386023_E12637-e-tarjome.pdf ([Choudhury](#))

PMWL Research Result

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