

Ram Lal Anand College

Paper –Advertising

Unit -1

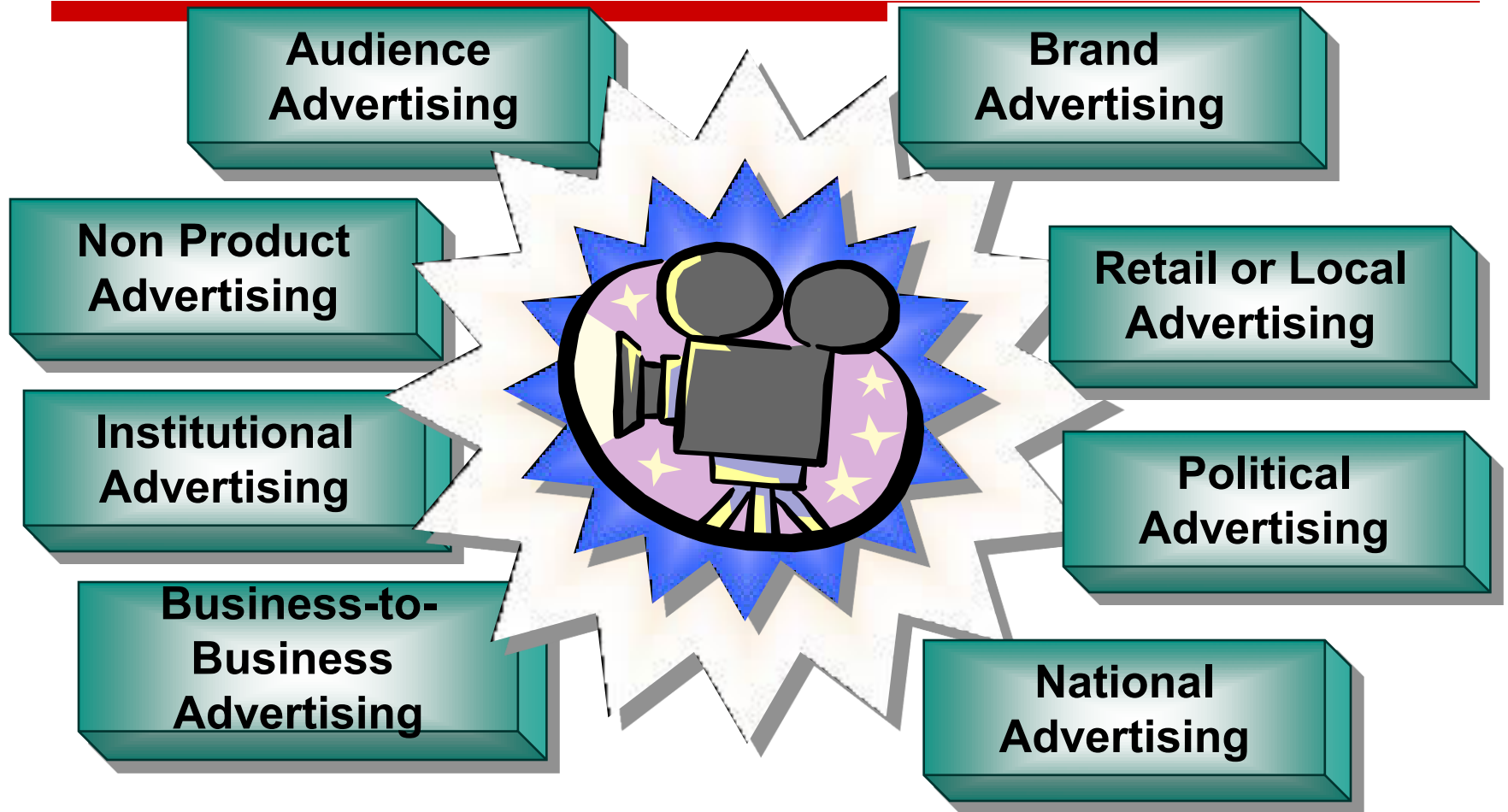
Topic- Introduction ,Types ,
Functions & Methods of
Advertising

Class-B.Com (H) V Semester

What is Advertising?

Advertising is Paid, Nonpersonal Communication From An Identified Sponsor Using Mass Media to Persuade or Influence an Audience.

Types of Advertising



Methods of Determining Advertising Budget

Percentage of Sales

- Fixed percentage of previous years sales.

Competitive Parity

- Few advertiser base their budgets primarily on the expenditures of Competitors.

Objective & Task

- Systematic study of the market.

Profit Planning

- To treat advertising as an investment in advance of sales & profits.

Roles of Advertising

Marketing Role

•Marketing is the process a business uses to satisfy consumer needs and wants through goods and services.

Communication Role

•Advertising is a form of mass communication.

Economic Role

•Two main views about advertising, either the market power model or the economics of information theory.

Society Role

•Informs us about new and improved products, teaches us how to use these innovations, etc.

Functions of Advertising

**Awareness
Building**

**Lead
Generation**

**Efficient
Reminding**

**Reassurance
Of purchase
decision**

**Comprehension
Building**

**Supportive &
Competitive
weapon**

Thank you.....