

Advertising Management

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1 advertisement meaning nature objectives functions importance economic and social effects 2 advertising types and media 3 advertising process media planning and scheduling and advertising budget 4 appeals in advertising 5 preparation of advertising copy 6 evaluation of effectiveness of advertisement 7 advertising agency structure and functions 8 social ethical and legal aspects of advertising

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the managerial process which is designed to control and oversee the diverse advertising activities involved in a program to communicate with a company's target market is known as advertising management it is an integral component of a firm's promotional mix and works in close association with the overall marketing communications program there are different types of advertising which are managed within this field such as brand advertising and corporate advertising brand advertising is a non personal message which is placed in a mass medium to persuade the target audience to purchase a product or service corporate advertising seeks to convey the company's values in order to influence public opinion the topics included in this book on advertising management are of utmost significance and bound to provide incredible insights to readers it covers in detail some existent theories and innovative concepts revolving around this field this textbook is appropriate for students seeking detailed information in this area as well as for experts

the authors deal with advertising from a strategic perspective they begin with a broad look at what advertising is meant to do and then provide the reader with the keys to developing effective advertising and promotion campaigns

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