



ADVERTISING: PLANNING AND IMPLEMENTATION

SANGEETA SHARMA, RAGHUVIR SINGH

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Advertising has today become an indispensable marketing tool of the corporate world. The advent of the Internet, e-commerce, desktop publishing and computer-aided designing has revolutionized the advertising world. This book provides an in-depth coverage of the concepts related to advertising, media planning and creativity in advertising.

Divided into five parts, the text covers all the important aspects of advertising, including the changing face of the advertising world, web advertising and the concept of Integrated Marketing Communications (IMC). It describes in detail how to develop and execute an effective advertising campaign by understanding consumers' mind and conducting advertising and media research. It enables the reader to assess, review and modify an advertising campaign or a media plan.

KEY FEATURES :

- A large number of ads, current as well as from the past, are used to elucidate the concepts.
- The text helps the reader analyze an ad copy and find its relevance to the product.
- Case studies on popular brands are provided throughout the text to assist the reader in understanding the key elements of successful brand building.

The book is primarily intended to serve as a text for postgraduate students of management and the students pursuing various courses in advertising.

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