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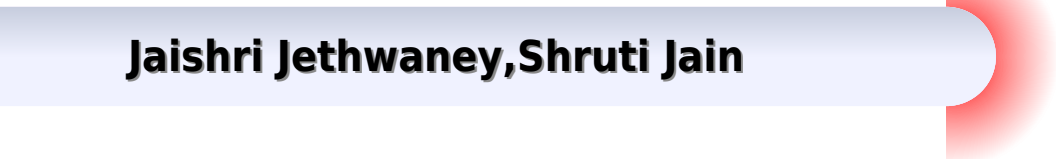
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Jaishri Jethwaney, Shruti Jain



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Advertising Management Manukonda Rabindranath, Aradhana Kumari Singh, 2024-01-12 This book explores the concept of advertising and the different ways advertising is understood and evaluated. It dives deep into planning, designing, and executing advertising campaigns on different mediums. It discusses the theoretical and research parts of advertising by critically examining how over the years various hierarchical models and theories are developed by advertising experts. It examines various models and theories that explain why and how advertising is successful in persuading customers target audiences to buy a product or accept an idea for behavioural change. It will help readers to understand the significance of advertising and consumer psychology which has a critical role in purchasing a product or an idea. **Social Media**

Marketing Essentials You Always Wanted To Know Vibrant Publishers, Dr. Kavita Kamath, 2024-01-27 Learn your way through the intricacies of social media marketing and come out at the top by effectively marketing your brand offerings. **Social Media Marketing Essentials You Always Wanted To Know** walks you through the fundamentals of the dynamic world of social media marketing, helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company's revenue. The book talks about the importance and scope of social media marketing, the comparison between traditional media and social media, what a media mix is, and how to formulate social media plans and strategies to name a few. It further describes different types of content for social media marketing and how to tailor it for popular social media platforms like Facebook, Instagram, YouTube, X, etc. The differences between organic and paid marketing are crucial to formulating a cost-effective social media marketing strategy, and this book helps you with that as well. The book concludes with chapters on the metrics used to evaluate the success of a social media marketing plan and the ethics surrounding the practice of social media marketing. This book will help you i) Learn the process of coming up with a marketing strategy ii) Navigate through the sea of social media platforms and create platform-specific content iii) Explore hashtags. Know when, where, and how to use them iv) Understand the metrics and evaluate your social media marketing strategies. The author, Dr. Kavita Kamath, boasts a doctorate in social media marketing and has 17 years of teaching experience under the bag, so you know the book is reliable and holds a treasure of knowledge for anyone looking to gain a deeper understanding of the essentials of the subject matter. **Advertising Management by Dr. F. C. Sharma (eBook)**

Dr. F. C. Sharma, 2020-12-12 An excellent book for commerce students appearing in competitive professional and other examinations. 1 Introduction to Advertising 2 Scope and Forms of Advertising 3 The Social and Economic Aspects of Advertising 4 Ethics and Truths in Indian Advertising 5 Introduction to Integrated Marketing Communications (IMC) 6 Communication: An Introduction 7 Communication Process in Advertising 8 Branding and Advertising 9 Setting Advertising Objectives: Promotional Objectives 10 Advertising Budget 11 Advertising Agency Organisation and Department 12 Advertising Appeals 13 Advertising Copy: Meaning, Components, and Types 14 Creativity in Advertising 15 Planning an

Advertising Campaign and Advertising Scheduling 16 Media Planning and Strategy 17 Advertising Research 18 Testing or Evaluation of Advertising Effectiveness 19 International Advertising **Advertising Management : Theory & Practice**
 Dr. Mahendra Kumar Padhy,2011-06 *Advertising Management in a Digital Environment* Larry D. Kelley,Kim Bartel Sheehan,2021-07-21 Advertising Management in a Digital Environment Text and Cases blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management Divided into three core sections the book provides a truly holistic approach to Advertising Management The first part considers the fundamentals of advertising management including leadership ethics and corporate social responsibility and finance and budgeting The second part considers human capital management and managing across cultures whilst the third part discusses strategic planning decision making and brand strategy To demonstrate how theory translates to practice in advertising each chapter is illustrated with real life case studies from a broad range of sectors and practical exercises allow case analysis and further learning This new textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management Advertising Marketing Management and Strategy Communications and Public Relations The applied approach provided by case study analysis makes it equally suitable for those in executive education and studying for professional qualifications

Advertising, Sales and Promotion Management S. A. Chunawalla,2008 **Advertising Management** David A. Aaker,1975 *Advertising Management* C. L. Tyagi,Arun Kumar,2004 This Is An Ideal And Most Comprehensive Textbook Presenting An Integrated Approach To The Principles Concepts And The Cases In Advertising Management Based On Authentic Publications And Practical Experience Of The Authors The Book Deals With Advertising And Sales Promotion Economic And Social Effectiveness Of Advertising Decisions And Plans The Book Is Well Written And Well Structured In Lucid Simple And Conversational Language Different Topics Are Systematically Arranged With Proper Blend Of Theories And Models So As To Make Easy And Clear Understanding Of Principles And Their Applications In Advertising The Book Will Be Very Useful For Students Doing M B A M Com D I M And B B M It Will Also Be Most Valuable Reference Source For Advertising Professionals **Advertising Management** ,2016 **Advertising Management by Jay Bansal (SBPD Publications)** Jay Bansal,2021-07-09 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 **Advertising Management** Rathore B S,1984 *Advertising Management* Aaker David A,Batra Rajeev,Myers John G,1994 Advertising Management Jaishri Jethwaney,Shruti Jain,2012-11-22 The second edition of Advertising Management has been revised to reflect the changes in the business environment and the industry since the first edition was published in 2006 Beginning with an overview of

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Advertisement Management Alok Bajpaye,2006 *Advertising Management* Bir Singh,2006 Advertising Management As A Paper Is Being Taught At Ma Econ Mba Mcom And Other Management Courses At Various Universities And Institutions This Book Is Designed As An Introductory Text To The Above Paper Encompassing Vital Information On All Pertinent Aspects Thus The Material Presented Here Would Be Of Interest As Well As Of Great Use To The Students Teachers And Professionals In The Field The Following Topics Make Core Of This Work Role Of Advertising In Marketing Process Process Of Communication Stimulations Of Primary Of Selective Demand Media Planning Advertising Campaign Media Strategy Advertising Budgeting Advertising Operations Consumer Behaviour Distribution Decisions Publicity Plans Emergence Of Service Marketing Role Of Creative Strategies And Public Relations In India Etc **Advertising Management** U.C. Mathur,2002 **Advertising Management** S. D. Singh,2012 Advertising Management John D. Leckenby,Nugent Wedding,1984-03-01

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