

MASTER OF BUSINESS ADMINISTRATION

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TOPIC- Advertising Meaning & Nature

Advertising

Advertising—the use of paid media by a seller to communicate persuasive information about its products, services, or organization—is a potent promotional tool. Advertising takes on many forms (national, regional, local, consumer, industrial, retail, product, brand, institutional, etc.) designed to achieve a variety of objectives (awareness, interest, preference, brand recognition, brand insistence)

Advertising means to advertise a product, service or a company with the help of television, radio or social media. It helps in spreading awareness about the company, product or service. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

Definitions of Advertising:

Advertising is a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

The Institute of Practitioners in Advertising (IPA), the body which represents advertising agencies, defines advertising as – “The means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost

According to Stanton, “Advertising consists of all activities in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea”.

According to Kotler and Armstrong – “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”.

Nature of Advertising

Provides information – The main feature of advertising is to provide information about the product to potential buyers. It provides details like features, uses, prices, benefits, manufacturer’s name and instructions for using the product effectively.

1. Paid communication – Businesses select, assign and pay advertisers for preparing advertisements that include the size, slogan, etc. These advertisers are asked to prepare a design or format of the advertisement as per the products and requirements of the businesses.

2. non-personal presentation – Advertisement is a non-personal presentation, which means that media tools like television, radio, newspaper, etc., are considered that reaches out to a large number of people.

3. Identified sponsor- **Identified sponsors** means whoever is putting out the ad tells the audience who they are. ... Legally, a **sponsor** must **identify** himself as the **sponsor** of an ad. This prevents the audience from getting a misleading idea about the ad or its contents.

4. Speedy and Mass Communication:

Advertising is a speedy medium of communication. Besides being speedy, its operational area is very vast. In other words, it reaches millions of people simultaneously.