



## [Glossary]

### Introduction to Advertising

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 6 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 621 Advertising & Brand Management
<b>Unit No. &amp; Title:</b>	Unit – 1 Foundations of Advertising
<b>Lecture No. &amp; Title:</b>	Lecture – 1 Introduction to Advertising

## **Glossary**

- Research: investigate systematically.
- Persuasion: the action or process of persuading someone or of being persuaded to do or believe something.
- Sponsor: provide funds for (a project or activity or the person carrying it out).
- Advertere: to turn the minds of towards.
- Brand building: Brand Building is generating awareness, establishing and promoting company using strategies and tactics. In other words brand building is enhancing brand equity using advertising campaigns and promotional strategies. Branding is crucial aspect of company because it is the visual voice of the company.