



## **[References]**

### **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

## References

### Books

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### Link

- <http://www.bgateway.com/business-guides/sales-and-marketing/marketing/advertising-the-basics>
- <https://www.sba.gov/managing-business/running-business/marketing/advertising-basics>
- <https://www.slideshare.net/kumaradityas/advertising-basics-14600680>

- <https://www.slideshare.net/RaiUniversityAhmedabad/introduction-to-advertisement-basics-of-advertising>
- <https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/advertising-and-marketing-basics>