



[Summary]

Introduction to Advertising

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

Summary

Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.

Advertising has become essential to promote sales, to introduce new product, to create good public, for large scale of production, for educating people etc.

Advertising is the integral part of every day's life. Without advertising modern society cannot survive .Advertising is useful to society as it encouraging people to purchase goods and services, it bridges the gap among people by communicating varied culture through advertising message, it contributes to bring about all round development of the economy by increasing demand, it provides opportunities to people to improve their income.