



[References]

Classification of Advertising Part-1

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
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Unit No. & Title:	Unit – 1 Foundations of Advertising
Lecture No. & Title:	Lecture – 2 Classification of Advertising Part-1

References

Books

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Links

- <http://www.managementstudyguide.com/classification-of-advertising.htm>
- http://www.readorrefer.in/article/Definition--Types-and-Classification-Of-Advertising_1914/
- <http://www.yourarticlelibrary.com/advertising/5-different-classifications-of-advertising/2045/>
- <https://www.slideshare.net/ishmeetoberoi/advertising-classification>
- <https://www.slideshare.net/rainbowlink/classification-of-ads-or-types-of-ads-9528936>