



## **[Glossary]**

### **Classification of Advertising Part-2**

<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 – 3 Classification of Advertising Part-2

## **Glossary**

Selective demand advertisings done to meet the growing competition mainly in growth stage of the life cycle of the product. Here, the goal of advertising is to push the demand of specific product or service.

Product Advertising refer to the advertising of tangible product. It is for the marketing of the product advertising as a powerful instrument has emerged.

Service advertising is designed to operate in the public interest. It is undertaken to seek public welfare and social development.

**National Advertising** is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers allover the country.

Retail advertising is the advertising by retailers who usually sell goods direct to the customers.