



[Glossary]

Classification of Advertising Part-2

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 – 3 Classification of Advertising Part-2

Glossary

Selective demand advertisements 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 refers to the advertising of tangible products. It is for the marketing of the product 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 manufacturers of branded goods, for which, advertising messages are communicated to consumers all over the country.

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