



## **[References]**

### **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

## References

### Books

- Schultz, D. E. (1992). Integrated marketing communications. *Journal of Promotion Management*, 1(1), 99-104.
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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.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>