



[Summary]

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

Summary

Let us summarize today's session. Varied authors have classified advertising in different ways. Generally the advertising is classified on the following basics 1. Area Covered, 2. Audience, 3. Media, 4. Functions, 5. Advertising Stages etc. In the previous session we understood about Classification of Advertising and few Types of Advertising based on its roles. In continuation to that we further discussed some more kinds of advertising in this session. In this session the few more types of advertisements which we discussed were: Financial Advertising, Corporate Image Advertising, Public Relation Advertising, Institutional Advertising, Internet Advertising, Primary demand advertising, Selective Demand Advertising, Product advertising, Service Advertising, National advertising and the last one was retail advertising. Lastly we also discussed a detailed Difference between National Advertising and Retail Advertising.

I hope the session was useful in making you understand the classification of advertising and varied types of advertising, better. Thank you for joining us.