



[Glossary]

Planning and Strategy Part – 1

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Advertising & Brand Management
Unit No. & Title:	Unit – 2 Planning and Strategy
Lecture No. & Title:	Lecture – 1 Planning and Strategy Part – 1

Glossary

Consumer: the one who consumes the product

Customer: the one who purchases the product

Framework: the supporting structure

Planning: the process of making plans for something

Strategy: a plan of action designed to achieve a long-term or overall aim.

Tactics: an action or strategy carefully planned to achieve a specific end.

Traditional concept: old concept or the concept that has been followed from years.