



[Summary]

Planning and Strategy Part – 1

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| 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 |

Summary

Through all the discussion, we understood various concepts of advertising and branding like their planning, strategy, goals, objectives, different plans, functions of advertising, etc. The concept of advertising and branding has become very wide. The topics we discussed gives us a detailed note regarding how the planning process of advertisement works, what are the objectives, goals, aims, etc. of advertising and branding. Now a day new concepts are emerging in advertisement. Due to which the scope of advertisement has increased. Creativity has been required up to a large extent in advertisement. As every day new types of advertisements are coming into the market and are introduced to the customers so in present and also in near future it can be predicted that the companies would have to design more creative advertisements to attract the customers. So advertisements, knowingly or unknowingly, have a great impact on customers. For companies also the importance of advertisement is very high. Without advertising, it is nearly impossible for any company to sell its product.