



Advertising Agencies & its Departments

Glossary

marketing communications

the various efforts and tools companies use to initiate and maintain communication with customers and prospects including solicitation, publicity, telemarketing, statement stuffers, and coupons, to mention just a few

advertising

the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media

consumers

people who buy products and services for their own, or someone else's, personal use

goods

tangible products such as suits, soap, and soft drinks

services

a bundle of benefits that may or may not be physical, that are temporary in nature, and that come from the completion of a task

**ideas**

economic, political, religious, or social viewpoints that advertising may attempt to sell

Product

the particular good or service a company sells

medium

an instrument or communications vehicle that carries or helps transfer a message from the sender to the receiver

word of mouth advertising

the passing of information, especially product recommendations, by verbal communication, in an informal, unpaid, person-to-person manner, rather than by advertising or other forms of traditional marketing

mass media

print or broadcast media that reach very large audiences; includes radio, television, newspapers, magazines, and billboards

marketing

an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders