

Define advertising as completely as you can.

What is the structure of the advertising business?

What are reasons for advertising?

What freedom is there in advertising?

What are the components of an ad?

Is advertising efficient?

What media can be used to advertise? Categorise them.

What basic questions does an advertiser need to ask to plan a campaign?

What costs does advertising involve?

What approaches are there in advertising?

“However, this is changing as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising”

“Product placement is a borderline case in this respect”

“The advertising triangle”

Is ADVERTISING the same thing as PUBLICITY?

“touting the benefits of a specific product”?

“small ads”. “the classified section”