

# MARKETING ADVERTISING

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# Sales Promotion



Advertising   Sales Promotion   Personal Selling   Public Relation

## Advertising

-Paid from of Non personal communication that promote an idea, goods, services

Common mediums:- Newspaper, Television, Radio etc.,

# Features of Advertising

## 1. Paid Form

- Company has to pay for advertising of its product/service

## 2. Impersonality

- No face to face contact between & advertiser

## 3. Identified Sponsor

- Advertisement given by identified company or firm or Individual.

## 4. One way Communication

- Message can move only from marketer to customer

## 5. It can be expressed in oral written or visual form

# Advantages of Advertising

1. It helps in introducing a new product un market by popularizing a product
2. It has the benefit of mass reach. E g., any message given on TV reaches to different corners of country.
3. It helps in increasing the sale of product by building product goodwill & reputation.
4. It helps manufacturers to contact public directly.
5. It tells consumers about the uses, Price & advantage of product.
6. It creates employment opportunities because a number of people get hired to make advertisement plans.
7. It helps manufacturer to overcome completion.

# Disadvantages of Advertising

- 1. Impersonal Communication:-** No direct Communication between customer and marketer
- 2. Less effective:-** one way communication(only seller can communicate with customer) so if customers has any doubt or query he cant get chance to clarify it.
- 3. Difficult to media choice:** Various media available
  - If choice of media is wrong – advertisement will not reach target customer.
- 4. Lack of feedback:-**
  - Difficult to know effective of advertisement
  - Response & feedback of Customer cant be known
- 5. Add to cost :-** Organization spend huge amount on advertisement which increases the cost of production.
- 6. Information given by advertisement may not be 100% accurate**