

Advertising Management

Topic - Meaning and Definition of Advertising

Advertising is one of the powerful means to inform about company's total offers. It is a dominant element of market position. Advertising works like a magic stick to achieve marketing goals. Advertising is any paid form of non-personal communication through the mass media about a product or idea by an identified sponsor. It is a powerful promotional tool which individuals, business and non-business organisations use for informing, persuading and reminding their target audience.

According to Philip Kotler -
"Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor."

According to William Etanction - "Advertising consists of all activities involved in presenting to a group a non-personal, oral or ~~and~~ visual, openly sponsored identified message regarding a

product, services or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor."

In the words of Frank Preling - "Advertising is a printed, written, oral and illustrated art of selling. Its objectives is to encourage sales of the advertiser's products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser's interest."

Hence, advertising is a much more effective, widespread and less costly way of establishing contact than other means of promotional communication i.e., personal selling, sales promotion and public relations.

