

Sem - Advertising Management

Topic - Scope of Advertising

In modern era, the advertising become an industry. Due to the rise of the internet and digital technologies, the scope of advertising has transitioned from primarily local to global. The scope of advertising is to communicate a message to current customers or potential new customers. Advertising helps a company to get a message or piece of information across to their customers regarding a new product. Today, advertising has been an essential tool in the modern marketing system.

The scope of advertising includes the following -

1. Advertising Research: Advertising includes research for understanding consumer buying behavior. Consumer research is an important scope of advertising. This is very effective for advertising campaigns.
2. Advertising Strategy: Under this scope, it develops a strategic plan for advertising, including