

**SALES PROMOTION AND ADVERTISING MANAGEMENT**

**1. Classification and Types of Advertising**

- a. Advertising Based on Demand Influence
- b. Institutional or Product Advertising
- c. Timing of Response it Elicits
- d. Sponsorship Arrangement
- e. Advertising according to medium Utilised

**2. Media Selection**

- a. Media Strategy
- b. Print Media
- c. Other advertising media

**3. Sales Promotion**

- a. Definition of Sales promotion
- b. Trade Sales Promotion
- c. Sales Promotion Budget
- d. Guidelines to planning sales promotion

**REFERENCE:**

1. Advertising & Sales Promotion – Satish K.Batra
2. Advertising Management – Rathor
3. Sales Promotion and Advertising Management – M.N. Mishra.