



THEORY PRACTICE TECHNIQUES

Theory, Practice and Techniques in **ADVERTISING AND SALES MANAGEMENT**



3G E-LEARNING

Theory, Practice and Techniques in Advertising and Sales Management

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THEORY, PRACTICE AND TECHNIQUES IN ADVERTISING AND SALES MANAGEMENT



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Theory, Practice and Techniques in Advertising and Sales Management

Today human being lives in a world administered by different brands of goods and services intake which factually become a religion of our time. This philosophy is generated through various promotional techniques designed to convince us that if we consume certain products, our life will be better, happier and more successful. These days everyone is influenced by advertising and we do not even realize how it affects us. Advertising trends have evolved from the typically traditional print ads and TV spots to new marketing strategies that include QR codes, co-branding, content marketing and online advertising. While print and TV are steadfast in the ad industry, new technology is opening new avenues to reach consumers. For businesses that want to stay ahead of the curve with interactive advertising, these trends can do just the trick. Advertising has become increasingly important to business enterprises – both large and small. Non-business enterprises have also recognized the importance of advertising. Advertising assumes real economic importance too. Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programs, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life.

"Theory, Practice and Techniques in Advertising and Sales Management" explores the role of advertising in effective promotion, presents general characteristics of advertising and its mission and describes the basis of the organization of promotional activities as well as how to evaluate the effectiveness of advertising campaigns. The objective of this book is to analyze the impact of advertising on the consumer buying behavior. Another goal is to describe the effect of advertising on a product life cycle and find out the right ways and methods of advertising and how to apply them at every stage of the product life cycle. Additionally, it explores the relationships between two main elements of marketing communication programs — advertising and sales promotions — and their impact on product promotion. Moreover, some real life examples are given in order to clarify the ideas.

