



Advertising.

What is the role of advertising?

The text is centered at the top of the slide. It is flanked by five circles: a solid light purple circle on the far left, a hollow light purple circle, a solid light purple circle, a hollow light purple circle, and a solid light purple circle on the far right.

The main purpose of advertising is to sell.

Types of advertising .

- 1) outdoor advertising.



Types of advertising .

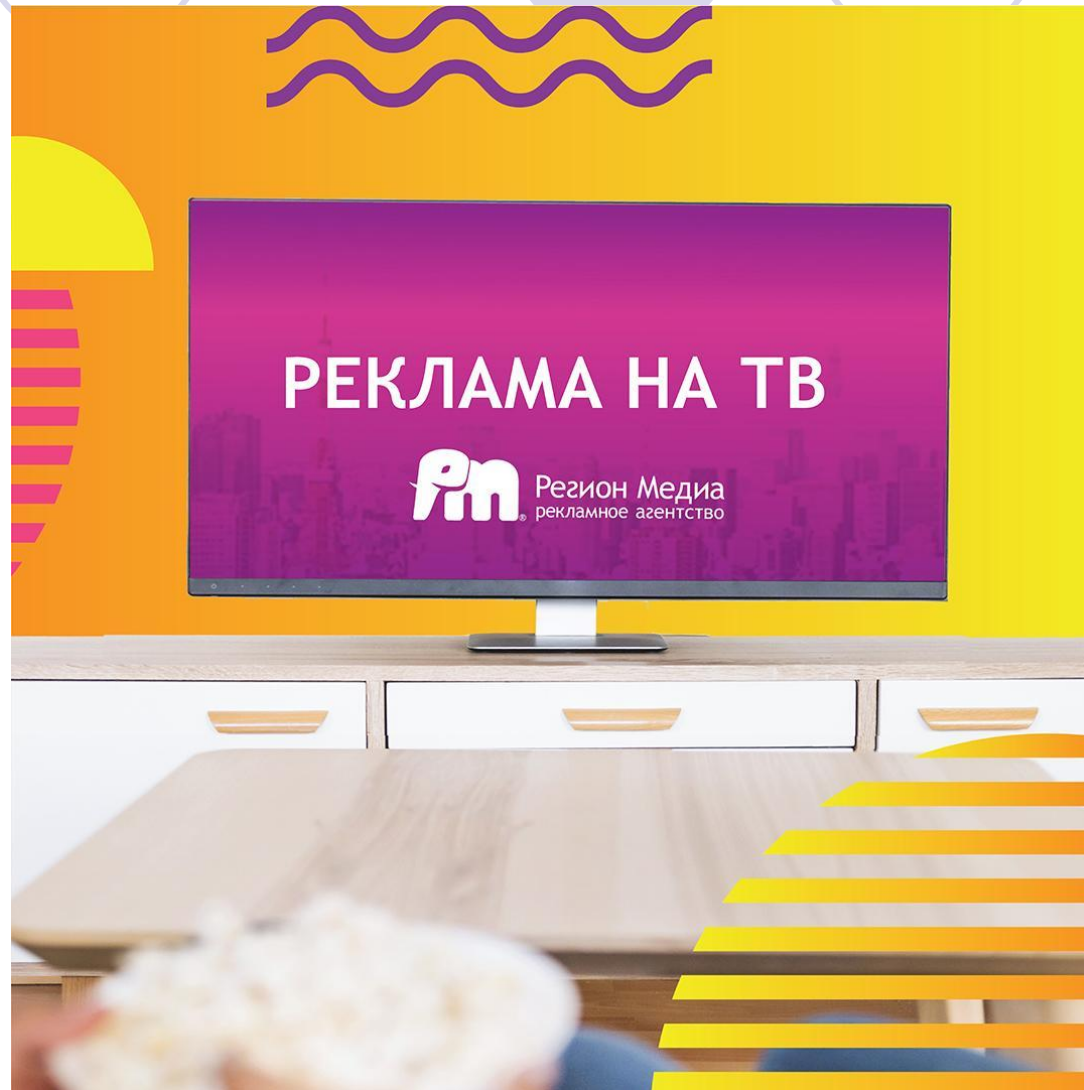
- 2) radio



СПЕШИ КУПИТЬ!
АКЦИЯ! СЕГОДНЯ СКИДКИ!
ОТКРЫТИЕ **НОВОГО** МАГАЗИНА!
СПОНСОР НАШЕЙ ПРОГРАММЫ ПУПКИН
ЗАКАЗЫВАЙТЕ ПЕСНЮ, ПОЛУЧАЙТЕ
ПРИЗЫ!

Types of advertising .

- 3) TV



Types of advertising .

- 4) internet

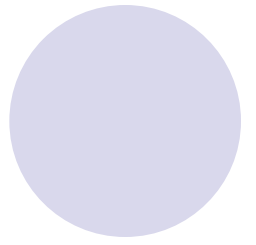
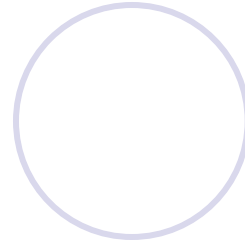
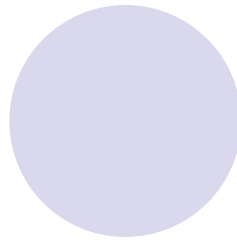




Conclusion .

- Advertising is a special science, where there are rules and laws, it is very multifaceted and includes knowledge in the field of psychology, sociology and market research for the sale of products of organizations. And to extract the maximum benefit from advertising in the specific domestic conditions is possible only with a sufficiently deep study and competent understanding of this science.

Thanks for attention



THANK

YOU