

Advertising Management: Readings: CH 12/13/14/15/16/17/18/19

1. Advertising Strategy

Advertising Objectives:

Advertising objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

2. Advertising Strategy

Advertising strategy involves selecting the advertising media and the advertising message.

3. Advertising Strategy

Advertising strategy involves selecting the advertising media and the advertising message.

Readings In Marketing Management

KJ Lindholm-Leary



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