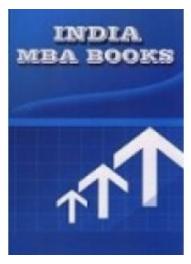
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Unit - II

Advertising planning frame work, process of setting advertising objectives, DAGMAR approach. Methods of determine advertising budget, role of creativity in copy writing, massages strategy and tactics; Media strategy and tactics, selecting media for international campaigns, evaluation of advertising effectiveness.

Unit - III

Advertising agency –functions, types, methods of compensation, agency client relationship, agency media relationship, case study of leading international Ad agencies

Unit - IV

Special international consideration: laws and regulations, customs and culture, time, inertia resistance, rejection and politics, Adoption Vs Standardization