

# INTERNATIONAL ADVERTISING



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**INTERNATIONAL ADVERTISING**

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**INTERNATIONAL ADVERTISING**

## **Unit - I**

International Advertising: concept and nature; difference between national advertising and global advertising; changing nature of international landscape and its impact on advertising. Cross cultural and cross national differences and consumer behavior segmentation and positioning in relation to advertising .

## **Unit - II**

Advertising planning framework, process of setting advertising objectives, DAGMAR approach. Methods of determining advertising budget, role of creativity in copy writing, messages 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