

**Paper**  
**MARKETING OF SERVICES**

**MBA IV SEMESTER (CBCS)**

**(Batch 2018-2020)**

**Lecture on**

***Advertising Issues of Services***

**Faculty**

**Dr. Kamran Sultan**

**Pandit Jawaharlal Nehru Institute of Business Management**

**Vikram University Ujjain (M.P)**

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# Advertising

“According to American Marketing Association (AMA), "Advertising means any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor."

# Features of Advertising

- # Paid form of Communication
- # Non-personal presentation of message
- # Promote idea, goods and services
- # Advertisement is issued by an identified sponsor

# Significance of Advertising

## Benefits to Service Firm

- \* Introducing new products
- \* Create new taste
- \* Increase the sale
- \* Create steady demand
- \* Meeting the force of competition
- \* Increase goodwill
- \* Increase the morale
- \* Facilitate the mass production

# Significance of Advertising

## Benefits to Customers

- \* To know about existence products & services
- \* Utility of existing products & services
- \* Ensure better quality of products & services
- \* Educate customers about new products & services

# Significance of Advertising

## Benefits to Society

- \* Provide employment
- \* Promote living of standards of people
- \* Sustains the press and media
- \* Educate the people about different products & services

# Advertising





# Advertising Media

- **Press/Print Advertising**
  - Magazines
  - Newspapers
- **Outdoor Advertising**
  - Poster Display
  - Bill Boards Display
  - Vehicular Display
- Direct mail advertising
- Audio-Visual advertising
- Internet and Social advertising
- Electronic and Film advertising
- Window / Shelves display
- Speciality advertising

# **Factors affecting the Selection of Advertising Media**

- Nature of Product
- Nature of Market
- Advertising objectives
- Financial Consideration
- Types of Audience
- Life of Advertisement
- Media used by Competitors

# Advertising Strategies for Services

- Determining the right frequency of advertisement
- Selecting the right media mix
- Using media that targets the primary audience
- Hitting target demographics repeatedly to keep the featured products/ services visible

***Thank you***

***Dr. Kamran Sultan***

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