

CHAPTER NINE

ADVERTISING

LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Understand how advertising developed and the part it played in creating modern consumer markets
- Recognize and describe the strong and weak theories of advertising
- Discuss the means by which the advertising industry measures effectiveness and the problems associated with such measurements
- Describe those characteristics of good advertising
- Understand how advertising standards are maintained
- Discuss the factors currently affecting the advertising industry