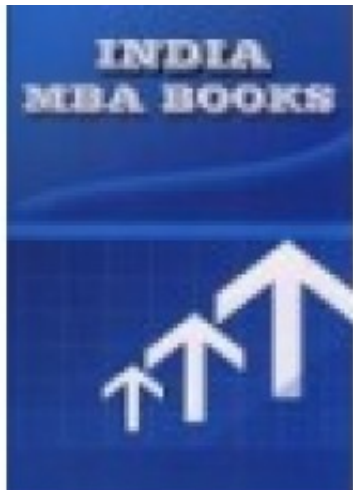


# ADVERTISING AND PROMOTION MANAGEMENT



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**Unit-3** Client-Agency Relationship - The role and working of an Ad Agency.

**Unit-4** Measurement of Advertisement Effectiveness - DAGMAR Approach. Pre-Testing, PostTesting Techniques of measuring Ad. Effectiveness.

**Unit-5** Sales Promotion- Consumer Promotion, Dealer Promotion, Sales Force Promotion. Sales force planning and execution. Recent trends. Elementary knowledge of public relations.