**Advertising Questions**

1. How is advertising defined?
   * Advertising is a means of communication with the users of a product or service
2. What are the four main types of advertising?
   * Online advertising
   * Television advertising
   * Radio advertising
   * Press advertising
3. Name two popular advertising techniques
   * Brand Endorsements
   * Use of statistics and data
4. Why is advertising towards children controversial?
   * Children cannot spot the difference between entertainment and advertising. Additionally, ads commonly promote unhealthy food and a rather materialistic lifestyle
5. Describe how to gain sponsorships for your advertising campaign
   * Look up companies or individual persons in your business field on the internet
   * Send them individual and/or personalized sample packets
   * Call them and ask if they are interested or if there are any open questions