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Promotional Advertising Goal is to increase sales. Supports selling efforts, sale promotions, visual merchandising, and display efforts. Institutional Advertising Creates a favorable image for a company and fosters goodwill in the marketplace. Media Are agencies, means, or instruments used to convey advertising messages to the public. Print Media Includes advertising in newspapers, magazines ...

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A B; promotional advertising: advertising that is designed to increase sales: institutional advertising: attempts to create a favorable impression & goodwill for a business or organization

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advertising a form of non-personal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets promotional advertising advertising designed to increase sales institutional advertising advertising designed to create a favorable image for a company and foster goodwill in the marketplace media the agencies, means, or instruments, used to [...]

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CHAPTER 19 Advertising - South Lake Marketing 2

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blah blah blah blah blah. do diss nowwww. Activity for creating and delivering offerings that benefit the organization and its stockholders, and society.

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