

**Vikramaditya Institutions of Management and Technology
Bhopal**

**ASSIGNMENT
Session: 2022-2023**

**Class
MBA IIIrd SEM**

**Subject
FSM2: Advertising Management**

**Guided By
Prof. Ankita Singh**

Submitted By:

**Vikramaditya Institute of Management and Technology
Bhopal**

MBA 3rd Sem (FT)
Assignment -2023-24

CP-FSM2: Advertising Management

Unit-2

1. Explain different elements of advertising.
2. Explain Wilbur sachramm's model and tow step flow of communication.
3. What do you understand by media planning?
4. Explain campaign planning.
5. What is co-operative advertising? Give some example of it.

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Prof. Ankita Singh

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