

- defining the target audience, selecting appropriate media channels and setting campaign objectives.
- 3. Advertising creative; This is also a scope of advertising. It develops creative content and visuals that communicate the brand message with the target audience.
- 4. Advertising Media Planning; It includes media planning for selecting appropriate media channels to deliver the advertising message.
- 5. Advertising Production; Maximum production is depend upon advertising. Advertising is an most influencing factor of production of goods and services.
- 6. Advertising evaluation and optimization; It measures the effectiveness of advertising campaigns, analyses data and optimize future campaigns based on insights and performance metrics.

The scope of advertising can be studied under four headings:

1. Advertiser
2. Advertising Agencies
3. The Suppliers of services in advertising
4. Media of advertising.