

## Professional teaching practical art of genuine national vocational and technical institutions: advertising basics 97.875.045(Chinese Edition)





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### ***Reviews***

*This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.*  
*(Alfreda Bradtke)*

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2003-05-01 Pages: 85 Publisher: Basic information of China Labor and Social Security Publishing House title: national vocational and technical institutions practical professional art materials: advertising the basics of original price: 10.00 yuan: Yutai Li. etc. Press : China Labor and Social Security Publishing Date :2003-05-01 ISBN: 9.787.504.537.997 words: Page: 85 Edition: 1 Binding: Folio: professional teaching practical art of national vocational and technical institutions Shipping Weight: Editor's Summary: Advertising Fundamentals knowledge. according to the Training and Employment Department of the Ministry of Labour and Social Security issued the practical art professional teaching programs and advertising basics syllabus written for the use of the national vocational and technical institutions practical art professional advertising design teaching modules. The main contents include Introduction to advertising. advertising planning. advertising creative. advertising performance in the form of advertising constitute advertising copy. advertising management. Professional teaching practical art of vocational and technical institutions: advertising basics can also be used as vocational training. educational materials and self-study books. Defined concept. origin and development of the Table of Contents Chapter 1 Advertising Introduction 1-1 ad 1-2 advertising functions and their classification 1-3 advertising media thinking questions Chapter 2 advertising planning 2-1 advertising planning program 2-2 advertising goals 2-3 advertising surveys 2-4 ad positioning thinking the title Chapter 3 advertising creative the 3-1 advertising creative Overview the 3-2 advertising creative principle the the 3-3 advertising creative way of thinking about ad manifestations title of Chapter 4 4-1 ad performance concept The basic techniques of the basic form of performance and audience psychology rules 4-2 ad 4-3 ad performance elements of advertising thinking questions Chapter 5 ads constitute 5-1 5-2 advertising advertising illustrations 5-3 ad text 5-4 the...

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