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Advertising Management and Evolution: Informational and Creative Role content (Business-to-Business)

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ABSTRACT

Advertising becomes a collaborative and global process within the company. Despite its short history. This happens mainly because of its business-to-business capabilities. Advertising is regarded both as an art and science, and it can be considered a complex field of study. This complexity requires an understanding of the advertising phenomenon, the media and its content have evolved, advertising is estimated to have been an aspect of society 7,000 years ago, after written advertising and became popular in ancient Rome, with ads painted on walls as notices. This paper will be based on advertising management and evolution: informational and creative role content business-to-business, it will emphasize the importance of having knowledge and relevant experience for business leaders to succeed. This paper also discusses the requirement of advertising management and experience the enrichment of informational and creative role content of advertising in business to business. Advertising management is the process of planning, monitoring and controlling various advertising activities to influence the purchasing decisions of a target audience. Advertising reflects the period in which it was produced, just like literature and art. The traditional purpose of advertising is to sell products to consumers but over time the purpose has evolved into an art aimed at capturing people's thoughts and emotions and this prominent art form reflects the current mood, prejudices and concerns of society, which is concrete evidence of how advertising has evolved and it set to become even greater in the future.

Keywords: Advertising, Business, Role, medias, content