



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2019_2 EXAM

COURSE CODE: MAC331
COURSE TITLE: ADVERTISING CAMPAIGN PLANNING & EXECUTION
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. You have been selected as one of the discussants in the Annual Advertising Day organised by the Advertising Practitioner Council of Nigeria, where issues concerning advertising planning constitute the central focus. Identify and discuss not less than five (5) reasons why you agree that advertising must be planned. **(25 Marks)**
2. A fundamental knowledge that every advertising practitioner must have is the process of advertising to avoid misapplication of resources, wastage of scarce resources and failure of advertising campaign. Identify and discuss any five (5) of the processes. **(15 Marks)**
3. Use the diagram of advertising tripod as the impetus to discuss the relationship between the three (3) key elements of advertising. **(15 Marks)**
4. Discuss any three (3) of the four (4) major elements that are essential to effective marketing. **(15 Marks)**
5. Identify and discuss, with relevant examples and or illustration where applicable, not less than five (5) deceptive practices in the advertising industry in Nigeria. **(15 Marks)**
6. Discuss how each of any five (5) of the media of advertising is relevant to effective advertising planning and execution. **(15 Marks)**