



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_1 EXAMINATION

COURSE CODE: MAC427
COURSE TITLE: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING AND PR
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

- As a professional advertising campaign planner, explain five (5) stages of advertising campaign to your subordinates who are new on the job.
 - "The place of advertising research in all the stages of the campaign cannot be overemphasised". Justify this assertion by examining any **three (3)** types of advertising research and their roles in every stage of the advertising campaign.
- Organisation of advertising revolves around three institutions. Identify the three institutions and discuss the level of involvement of each in a well-planned and effective advertising.
- Discuss the **three (3)** major avenues through which Public Relations agencies generate revenue.
- Examine any ten (10) laws that govern advertising practice in Nigeria.