**MAC 132
PRINCIPLES OF ADVERTISING AND SALES PROMOTION**

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INTRODUCTION

MAC 132 Principles of Advertising and Sales Promotion ushers you into the exciting world of advertising and sales promotion – a glamorous but demanding sequence of mass communication. MAC 132 gives you an understanding of the basic principles of advertising and sales promotions, and its role in the dynamic modern society. Being at the entry level, the course first takes a global view of the subject, explaining its concept and meaning for a clearer understanding. Subsequently, the course positions and prepares you for entry into the challenging but stimulating discipline of mass communication in general and advertising and sales promotion in particular. Relevant examples to drive points home are profusely supplied to enrich the course.

In developing this course, consideration is made of the level of would-be users - likely beginners in the field – being first-year students. It is also useful to older students as well as young practicing professionals who would need to beef up their understanding of the discipline of mass communication in general and advertising and sales promotion in particular.

This course guide has, therefore been designed to give you the required information about the Course MAC 132. This includes the course structure, aims and objectives of the course, how you will be assessed and examined as well as the time schedule for each of the assignments and other activities related to the course.

WHAT YOU WILL LEARN IN THIS COURSE

This course is written for students who need to learn the basic concepts in the field of Mass Communication, with special focus on Advertising and Sales Promotion, both of which are elements of marketing communication. This knowledge will enable you to perform well both as students now and a practitioners in later years. The course will prepare you to participate effectively in any intellectual discourse as well as acquire the basic knowledge on the functions and uses of advertising and sales promotion in the society, especially in the corporate world.

Through this course, students will understand Advertising and Sales Promotion as a persuasive marketing communication tool which plays a major role in the marketing and sale of goods, services or ideas whether in the corporate world of business or in governance.

COURSE AIMS

The aim of the course is to equip every beginner in the field of advertising with the rudimentary knowledge of the vast nature of marketing communication as a component of mass communication, the relationship of advertising and sales promotion, the media and other tools of advertising. In addition, it will also expose you to the process, creation, exposure, use and monitoring of advertising. It will also explain to you, the basic differences between advertising and sales promotion, when each of them can be applied in real life and how effective they can be as tools of marketing communications. In summary, this course has the goal of introducing advertising and sales promotion, establishing its relationship with other promotional tools, as well as showing how advertising and sales promotion are developed for marketing communication purposes.

COURSE OBJECTIVES

At the end of the course, you should be able to:

- tell how advertising and sales promotion began
- explain the fundamentals of advertising and sales promotion as elements of promotion, a subset of mass communication
- discuss the nature, meaning and operations of advertising and sales promotion
- distinguish between advertising and sales promotion on one hand and other concepts related to them
- discuss the effects of advertising and sales promotion on the society itself.

WORKING THROUGH THIS COURSE

To successfully complete this course, you are strongly advised to read the study units provided as a course material and recommended texts. The recommended texts will give you broader perspective and good understanding of the course. You are also required to do the self-assessment exercises which you will find under every unit of this course.

You will be required to submit written assignments listed under the Tutor-Marked Assignment (TMA) section of this course material. The TMA shall constitute your continuous assessment for the course. You will be told which of them to be submitted at a particular time.

At the end of the course, you will be required to write a final examination. The course should take about 15 weeks in total to complete.

COURSE MATERIALS

The major materials you will need for this course are:

1. The Course Guide
2. Study units broken into 20 of four modules
3. Assignment file
4. Relevant textbooks including the recommended ones
5. You may be required to read newspapers, magazines and relevant journals as well as monitor some media advertisement on radio television and in newspapers.

STUDY UNITS

MAC 132 is a three-credit unit course, packaged in four modules of 20 units.

The modules and unit are listed below:

Module 1   Meaning and Scope of Advertising and Sales Promotion

Unit 1   Basic Concepts of Advertising and Sales Promotion
Unit 2   Related Concepts of Advertising and Sales Promotion
Unit 3   Advertising as a Form of Mass Communication
Unit 4   Marketing Communication Mix

Module 2   Evolution of Advertising and Sales Promotion

Unit 1   Origin and Evolution of Advertising and Sales Promotion
Unit 2   Advertising from the Civil War to World War 1
Unit 3   Advertising from World War 1 to World War 2
Unit 4   Post-World War II Advertising

Module 3   Understanding the Communication Process

Unit 1   Definition of the Communication Process
Unit 2   Nature of Communication
Unit 3   Components of the Communication Process
Unit 4   Advertising and Sales Promotion as Communication Process

Module 4 **The Process of Advertising and Sales Promotion**

Unit 1   Overview of Advertising and Sales Promotion
Unit 2   Process of Advertising and Sales Promotion
Unit 3   Developing the Advertising Campaign
Unit 4   Media Strategy Development

Module 5 **Appraisal of Advertising and Its Effects on the Society**

Unit 1   Arguments against Advertising
Unit 2   Social Effects of Advertising
Unit 3   Ethical Issues in Advertising
Unit 4   Counter Arguments about Advertising

TEXTBOOKS/REFERENCES

Bearden, W. O. Ingram, N.T., & LaForge R.W. (2007). *Marketing Principles and Perspectives* (5th ed.). New York. McGraw-Hill Companies, Inc.

Belch, G.E. & Belch, M.A. (2007). *Advertising and Promotion: An Integrated Marketing Communication*. McGraw-Hill, New York.

Daramola, AC (2010). *Principles and Practice of Professional Advertising A Multinational and Comparative Analysis*. Lagos: Trust Communication Limited.

Jobber, D. (2007). *Principles and Practice of Marketing* (5th ed.). Glasgow: McGraw-Hill Companies, Inc.

Rossiter, J. R. & Percy, L. (1997). *Advertising Communication and Promotion Management* (2nd ed.). New York: McGraw-Hill.

Schwab, V. (1962). *How to Write a Good Advertisement.* New York: Harper & Row.

Tellis, G.J. (1998). *Advertising and Sales Promotion Strategy*. Addison: Wesley Education Publishers, Inc.

THE ASSIGNMENT FILE

Assessment file will be made available to you. In the file, you will find details of the work you must submit to your tutor for marking. There are two aspects of the assessment of this course: the tutor marked and the written examination. The marks you obtain in these two areas will make up your final marks. The assignment must be submitted to your tutor for formal assessment in accordance with deadlines. The works you submit to your tutor as assignment will count for 30% of your total score.

TUTOR-MARKED ASSIGNMENT

You will have to submit a specified number of the (TMAs). Every unit in this course has a tutor-marked assignment. You will be assessed on four of them but the best three performances from the (TMAs) will be used for your 30% grading. When you have completed each assignment, send it together with a Tutor-Marked Assignment form, to your tutor. Make sure each assignment reaches your tutor on or before the deadline for submissions. If for any reason, you cannot complete your work on time, contact your tutor for a discussion on the possibility of an extension. Extensions will not be granted after the due date unless under exceptional circumstances.

FINAL EXAMINATION AND GRADING

The final examination will be a test of three hours. All areas of the course will be examined. Find time to read the units all over before your examination. The final examination will attract 70% of the total course grade. The examination will consist of questions, which reflect the kinds of self assessment exercises and tutor-marked assignment you have previously encountered. And all aspects of the course will be assessed. You should use the time between completing the last unit, and taking the examination to revise the entire course.

COURSE MARKING SCHEME

The following tables sets out how the actual course marking is broken down.

Assessment	Marks
Four assignments (the best four of all the assignments submitted)	30%
Final Examination	70%
Total	100%

PRESENTATION SCHEDULE

The dates for submission of all assignments will be communicated to you. You will also be told the day of completing the study units and the dates for examination.

HOW TO GET THE MOST FROM THIS COURSE

In distance learning, the study units replace the university lecture. This is one of the great advantages of distance learning; you can read and work through specially designed study materials at your own pace, and at a time and place that suits you best. Think of it as reading the lecture instead of listening to the lecturer. In the same way a lecturer might give you some reading to do, the study units tell you where to read, and which are your text materials or set books. You are provided with exercises to do at appropriate points, just as a lecturer might give you an in-class exercise. Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit, and how a particular unit is integrated with the other units and the course as a whole.

Next to this is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. These learning objectives are meant to guide your study. The moment a unit is finished, you must go back and check whether you have achieved the objectives. If this is made a habit, then you will significantly improve your chances of passing the course. The main body of the unit guides you through the required reading from other sources. This will usually be either from your set books or from a reading section.

The following is a practical strategy for working through the course. If you run into any trouble, telephone you tutor. Remember that your tutor's job

is to help you. When you need assistance, do not hesitate to call and ask your tutor to provide it.

i.   Read this Course Guide thoroughly, it is your first assignment.
ii.   Organise a Study Schedule Design a 'Course Overview' to guide you through the course. Note the time you are expected to spend on each unit and how the assignments relate to the units.
iii.   Whatever method you choose to use, you should decided on and write in your own dates and schedule of work for each unit.
iv.   Once you have created your own study schedule, do everything to stay faithfully to it. The major reason students fail is that they get behind with their course work. If you get into difficulties with your schedule, please, let your tutor know before it is too late to help.
v.   Turn to unit 1, and read the introduction and the objectives for the unit.
vi.   Assemble the study materials. You will need your set books in the unit you are studying at any point in time. As you work through the unit, you will know what sources to consult for further information.
vii.   Keep in touch with your study centre.   Up-to-date course information will be continuously available there.
viii.   Keep in mind that you will learn a lot by doing the assignment carefully and well before the relevant due dates. The assignments have been designed to help you meet the objectives of the course and, therefore will help you pass the examination. Submit all assignments not later than the due date.
ix.   Review the objectives for each study unit to confirm that you have achieved them. If you feel unsure about any of the objectives, review the study materials or consult your tutor.
x.   When you are confident that you have achieved a unit's objectives, you can start on the next unit. Proceed unit by unit through the course and try to pace your study so that you keep yourself on schedule.
xi.   When you have submitted an assignment to your tutor for making, do not wait for its return before starting on the next. Keep to your schedule. When the assignment is returned pay particular attention to your tutor's comments both on the tutor-marked assignment form and also the written comments on ordinary assignments.
xii.   After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved the unit objectives (listed at the beginning of each unit) and the course objectives (listed in the Course Guide).

FACILITATORS/TUTORS AND TUTORIALS

Information relating to the tutorials will be provided at the appropriate time. Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter and provide assistance to you during the course. You must take your tutor-marked assignments to the study centre well before the due date (at least two working days are required). They will be marked by your tutor and returned to you as soon as possible.

Do not hesitate to contact your tutor if you need help. Contact your tutor if:

- you do not understand any part of the study units or the assigned readings
- you have difficulty with the exercise
- you have a question or problem with an assignment or with your tutor's comments on an assignment or with the grading of any assignment.

You should try your best to attend the tutorials. This is the only chance to have face-to-face contact with your tutor and ask questions which are answered instantly.

You can raise any problem encountered in the course of your study. To gain the maximum benefit from course tutorials, prepare a question list before attending them. You will learn a lot from participating in discussion actively.

SUMMARY

This course guide has provided an overview of what to expect in the course of this study. It is hoped that you will find it very useful. We wish you the very best in the course.

MAIN COURSE

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Unit 4   Marketing Communication Mix

UNIT 1   BASIC CONCEPTS OF ADVERTISING AND SALES PROMOTION

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4.0   Conclusion
5.0   Summary
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1.0   INTRODUCTION

Advertising and Sales Promotion (to be treated as one subject in this course material), is a very wide subject involving quite a number of useful concepts. All these concepts help to explain the concept in a much better way for beginners and practitioners alike. These concepts would be encountered occasionally throughout this course material. It is, therefore, very important that you take the time to study, understand and be able to apply them in your present and future studies.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- identify various concepts associated with advertising and sales promotion
- define each of the concepts associated with advertising and sales promotion
- apply the concepts where necessary in your present and future endeavours.

3.0   MAIN CONTENT

3.1   Promotion, Advertising and Sales Promotion

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. Some books use the term **promotion** to cover both advertising and sales promotion. In this sense, advertising is communicating a firm's offer to consumers through paid media time or space. **Sales promotion***, on the other hand, is a programme that makes a firm's offer more attractive to buyers and requires buyer-participation. When defining promotion, some authors also include two other functions – personal selling – which means communicating the firm's offer to consumers through the sales staff; and publicity, which is communicating a firms offer to consumers through unpaid news releases and mentions in the mass media. This course material focuses on Advertising and Sales Promotion and not on any of the other elements.

Various scholars, advertising professionals and institutions have defined **advertising** in their own ways. Daramola (2010) observes that advertising means different things to different people. One of the most renowned scholars of advertising, Albert Lasker, defined advertising as "salesmanship in prints". Even though that definition is now obsolete, it was indeed one of the best in its days. The British Institute of Practitioners in Advertising (BIPA) defined advertising thus: "Advertising presents the most persuasive possible selling message to the right prospects at the lowest possible cost."

Another widely acknowledged definition is the one given by American Marketing Association, (AMA) which sees advertising as: "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor," while the Advertising Practitioners' Council of

Nigeria (APCON), defines advertising as "a form of communication through the media about products, services or ideas paid for by an identifiable sponsor."

3.2   Marketing, Strategy, Tactics, Technique, USP

Marketing is often viewed in terms of individual activities that constitute the overall marketing process. According to Belch and Belch (2007:7), "one popular conception of marketing views it as primarily involving sales." To some other people, marketing may be seen as consisting of advertising, or related activities, while for some, what comes to mind as marketing is market research, pricing or product planning and so on. A definition of marketing given by American Marketing Association (AMA) sees marketing as the "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services, to create exchanges that satisfy individual and organisational objectives."

Strategy can be viewed as a key component of marketing planning. In terms of marketing planning, once an objective has been set, the means to achieving the objectives must be determined. This is where strategy comes. Strategy, therefore, is the process of determining how set objectives can be accomplished through the process of considering the three key elements of: target market; competitor target markets, and establishing a competitive advantage. There are six tests of effective strategy: is the strategy based on clear definition of target customers and their needs? Is it based on competitive advantage? Does it incur some acceptable risks? Is it resource and managerially supportable? Can it achieve product market objective? And, is it internally consistent?

Positioning is the choice of target market, which means, where the manufacturer wants his product to compete in the market and differential advantage, which means how the company wants the product to compete in the market place. Another school of thought says that positioning is simply how the consumer thinks about the product in his mind whenever it is mentioned or remembered.

3.3   Techniques, Advertising Agency, Firm

Technique is commonly used in sales promotion to indicate those tools that are applied in sales promotion*.*

Advertising Agency: According to Chris Doghudje (1997), "Advertising is like warfare and you must work out a plan that will put you in an advantageous position before you make a move. Is it a good thing to build a house without an architect's plan?" The advertising agency is therefore the architect that designs the 'plan' that is the advertising strategy meant to prosecute the 'war'. The advertising agency is, therefore, a firm comprising professionals who are responsible for creating and placing advertisements in the media on behalf of their clients in return for commission. Advertising agencies are staffed with creative people and media buying specialists who regularly advise their clients on the best way to combine their resources to get the best result in the market place. There are different classes of advertising agencies ranging from the one-man agency to the large multi-million naira agencies that operate across countries and regions. In Nigeria, some of the advertising agencies that handle big accounts include: Insight Communication Limited, DDB Nigeria Limited, SO&U Limited, Rosabel Advertising, Prima Garnet Advertising among others. There are also medium-sized agencies such as Bluebird Advertising, Centrespread Advertising and IMS Limited among others. Each of these advertising agencies serves a number of clients in accordance with their individual capacities and their ability to attract patronage. Most of these advertising agencies are based in Lagos, the commercial nerve centre of Nigeria, ostensibly where the majority of clients are based.

The firm or manufacturer or company or advertiser refers to the same thing – that is, the organisation that puts together the product that is marketed to the consumer. A firm may be defined as a legal business, either corporate or otherwise and may consist of one establishment, a few establishments, or even a large number of establishments usually the only one Employer Identification Number used to a firm regardless of the number of establishment the firm operates.

A manufacturer is the entity that makes a good through a process involving raw materials, components or assembles, usually on a large scale with different workers. This is commonly used interchangeably with producer. Manufacturers usually produce physical, tangible goods off their factories. For example, cement manufactures and paint manufacturers, among others.
,
It is usually the manufacturer that produces the product and commissions an advertising (ad) agency to create the advert and promotion techniques and then place the advert in the media.   In a nutshell, it is the manufacturer/firm/company that pays the bill and therefore dictates how the process will go.

Unique Selling Proposition (USP): This refers to what the advertising says it will do for the consumer. When advertisers adopt the USP style, it simply means it ensures that each advert says to the buyer, "Buy this product and you will get this specific benefit. No ambiguity." Besides, and more importantly, the proposition it is offering must be such that the competition cannot or does not offer. It just has to be, as the name suggests, 'unique' in the brand or in the claim. Above all, it must have to be compelling enough to attract and induce action from the masses to the product or brand.

3.4   Consumer, Consumer Behaviour, Trade, Manufacturer, Firm

The Consumer: is the ultimate target of the company as they develop their product. The firm always considers the interests of the consumer before he designs the product because it is the consumer that is expected to patronise the goods and services that are produced. It is because of the consumer that the goods are made in the first place; without him, there would be no product to advertise. It is often said that the customer or consumer is king. This is very true because the manufacturer remains in business as long as he has customers to sell to.

Consumer Behaviour: This can be defined as that aspect of human behaviour that relates to "planning, purchasing and using economic goods and services" (Runyon, 1977). Consumer behaviour can sometimes be a rational act which begins with planning and ends with the ultimate purchase decision. However, on other occasions, the consumer may not be aware that his decision involves all the steps – planning, consideration, of options, advantages and disadvantages, purchase decision and post-purchase evaluation. Consumer behaviour is quite a complex activity; it requires clear analysis and proper understanding to enable advertising strategists to incorporate/take it into consideration in building their advertising messages and creative.

The Trade: It is the business buyer which the manufacturer targets when designing the sales promotion. Trade refers to the middle men between the manufacturer and the final consumers such as the wholesaler, the distributor and the retailer. They usually buy in large quantities and resell to the consumer. They help the manufacturer to empty his warehouse and thus create space to stock new products.

Manufacturer: A manufacturer is the entity that makes a good through a process involving raw materials components or assemblies, usually on a

large scale with different operations divided among different workers. This is commonly used interchangeably with **producer**. Manufacturers usually produce physical, tangible products/goods in their factories using their peculiar manufacturing processes. Some manufacturing companies include: cement manufacturers like Lafarge and Dangote Cement; detergent and soap manufactures like PZ, Unilever and Nestlé Nigeria Limited.

Firm: A firm may be defined as a legal business, either corporate or otherwise and may consist of one establishment, a few establishments or even a large number of establishments. Usually, the IRS of the state issues only one Employee Identification Number to a firm irrespective of the number of establishments the firm operates.

3.5   Product, Price, Place, Promotion Mix

Product
Marketing involves all the above four key elements. The first element, product, is defined as an idea, a physical entity, (in this case, a good), or a service, or a combination of these elements with a view to satisfy individual or business objectives. The product is indeed the reason a company exists. This definition suggests that a product provides benefits to those who need it. A product is seen from both marketer's and consumer's perspective. To the marketer, he is satisfying a need; while to the consumer, he is receiving value from the product purchased. In terms of marketing and promotion, it is important to think of a product from the point of view of consumer satisfaction. This is because consumers purchase products based on their perceived benefits or value. A product could be 'goods', i.e. tangible physical items, such as, beer, television, etc; or services, such as legal service, dentist's consultancy, among others. A typical product company applies a simple philosophy of first understanding consumer's needs before producing any product. This is achieved through researching consumer needs and tailoring the product to meet those needs. No one buys a product he has no need of or which will not add value to his life (Bearden, Ingram, LaForge, 2007).

Price
When a consumer pays for products and services purchased, the amount he has spent is called the price of the product. Simply stated, price is the economic sacrifice which a buyer must make in order to acquire and enjoy something he desires. Companies may decide to charge consumers what is called 'premium price' in which case they are offering high quality products to their consumers. By this, the premium prices will enable distributors of the products to maintain sizable margins, i.e. the difference

between price and cost of goods sold. This difference is also known as profit.

A firm may have what is known as (a) Basic price, or (b) Price promotion. The **basic price** includes those components that define the size and means of payment exchanged for goods or services. Examples of basic prices include the list price, the usual terms of payment and terms of credit.

On the other hand, **price promotion** has to do with those supplemental components of price, which aim to encourage and increase purchase behaviour by strengthening the basic price mix during a relatively short period. These prices include: sales prices, end-of-season sales, coupons, temporary discounts and favourable terms of payment and credit.

Purpose of price promotion
The basic goal of price promotion is to attract non-users of products and services as well as users of competing products. In addition, price promotion may be designed to increase the quantity or frequency of consumption among current users of the product.
It is important to note that excessive use of price promotion can create problems in the perception of people who my think very lowly of the company and lower the perceived value.

4.0   CONCLUSION

An understanding of the principles and practice of advertising and sales promotion begins with good knowledge of the underlying concepts upon which the subject is built. These concepts have been defined and explained as fundamental to the teaching and practice of the course both in the educational institute and business organisations. Essentially, these basic concepts are universal in their application and they remain the real background to the study and understanding of this interesting subject area.

5.0   SUMMARY

In this unit, we have examined most of the basic concepts that could be found in the advertising and sales promotion. These include: defining what advertising, sales promotion and other similar terms mean. Others include such terms as marketing, advertising agencies as well as consumer, promotion and techniques, among others. It is hoped that with good background knowledge about these terms, subsequent exposure into deeper subjects of the principles of advertising and sales promotion will become easily comprehensible by you.

6.0   TUTOR-MARKED ASSESSMENT

Differentiate between marketing, strategy and technique; and show how important each of the concepts is to advertising and sales promotion.

7.0   REFERENCES/FURTHER READING

Bearden, W. O., Ingram, N.T. & LaForge, R. W. (2007). *Marketing Principles and Perspectives.* (5th ed.). New York: McGraw-Hill Companies, Inc.

Doghudje, A. C. (1997). "Advertising Strategy and Tactics." In: B.

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UNIT 2   RELATED CONCEPTS OF ADVERTISING AND SALES PROMOTION

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1.0   INTRODUCTION

It is possible for people to confuse advertising with other related concepts such as publicity, Public Relations (PR) and marketing. While these terms are related to advertising, they are nevertheless different in many respects. To understand the differences, we will define each of these concepts as adapted from *"Principles and Practice of Professional Advertising a Multinational and Comparative Analysis"* (Daramola, 2010). Their definitions will make their differences come out clear and unambiguous.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- distinguish between advertising and other concepts that are similar to it
- define each of the identified related concepts to advertising
- apply and relate each of the related concepts to relevant situations in real life.

3.0   MAIN CONTENT

3.1   Publicity

Like advertising which was defined as 'non-personal', publicity is also a non-personal communication process to a mass, anonymous audience. The two concepts are closely related by that simple fact. However, unlike advertising, when publicity is applied, the benefitting organisation does not openly pay for the space or time. The term publicity involves placing factual and newsworthy information presented in an editorial or journalistic style in a news medium at no direct cost. The editor of a newspaper, for example, controls (determines) whether or not a publicity release will be published and how much of it is used (space) and when. On the contrary, the sponsor of an advertisement has almost complete control over its content, format and date of publication because it is a paid contract.

The technique publicity assumes the form of news items, or editorial comments about an organisation, its products and services or causes it advocates. It could also be in form of photo placements, special interviews of key spokes persons or articles and features on the organisation's offering. In most cases, these items receive free print space or broadcast airtime (in Nigeria, it has become difficult to get free air time spots in radio and television stations due to deregulation since 1992).

The free space accorded to these news items is because the media people consider the information content to be newsworthy for their audience. Above all, the news content is usually at the discretion of the editor to format it to the media organisation's accepted standard. This differs from an advertisement which is usually brought into the media house as a finished advert copy/artwork and must be published as it is, subject to ethical/legal regulations. For advertisements, any alteration from the original concept would be rejected by the sponsor. On the contrary, the originator of the publicity material has no control over how the material would eventually be published. This is why, it is usually said in some PR circles that "advertising is paid for, while publicity/press release is prayed for."

Public relations firms or the internal PR personnel in organisations usually have the responsibility to create publicity materials in the form of press releases, interviews, articles and features, which they now pass on to their preferred media houses as news.

There are many public relations firms in Nigeria which help their clients to enjoy favourable publicity; they do this by developing a number of press releases, articles, specially recorded interviews and action photographs from events – and pass them to media houses for publication. Similarly, there are many PR practitioners that are employed directly in organisations to render these publicity services for those organisations. The multinational corporations, telecommunications companies, banks and other commercial organisations are foremost in this regard.

3.2   Public Relations

Another related concept to advertising is public relations. Broadly speaking, public relations are organisational activities involved with fostering goodwill between an organisation and its various publics. Various individuals have defined public relations in various ways. According to Newsome and Carrel, even practitioners of the profession do not agree on just what the term means, which gives credence to the fact that the definition various from individuals and groups.

The British Institute of Public Relations (BIPR) defines public relations (PR) as "the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organisation and its publics."

Another definition, which appears more accepted across board is that given at the world assembly of National Public Relations Associations, in Mexico City, Mexico, in 1978: "the art and social science of analysing trends, predicting their consequences, counselling organisation's leaders and implementing a planned programme of action which will serve both the organisation and the public interest."

Unlike advertising, the purpose of PR is usually to be perceived positively by the relevant publics. PR efforts are usually aimed at various corporate groups, also known as 'publics.' These include:

a.   consumers
b.   employees
c.   suppliers
d.   stockholders
e.   government
f.   labour groups
g.   competition
h.   pressure groups, and many others.

PR is concerned with establishing good relations with all stakeholders. It has, however, been argued that the overall objective of developing a good relations with the public is to enhance the organisation's business prospects in the short or long run. There are several public relations firms in Nigeria and they operate as professionals under the aegis of the Public Relations Consultants of Nigeria, PRCAN with headquarters in Lagos.

3.3   Merchandising

Merchandising comes from the word, 'merchandise' which means goods, especially manufactured products sold by merchants or dealers. This means therefore, that merchandising deals with all phases of trading or 'buying and selling' in general (Daramola, 2010). Technically, the term means any effort made to package a product physically and/or psychologically in order to gain popular patronage. Like regular packaging, it uses the following attributes to achieve its purpose:

1.   colour
2.   graphics
3.   shape
4.   size and others.

It uses these physical attributes to create an attractive appearance.

Furthermore, merchandising also involves psychological packaging or branding designed to foster a positive mental image. The key difference between advertising and merchandising is that while merchandising professionals focus on brand appearance, advertising practitioners focus on communicating and promoting those attributes through the media.

3.4   Lobbying

Lobbying can also sometimes be confused with advertising. Lobbyists are generally perceived as mysterious, obscure and unscrupulous influence peddlers, fixers and five per centers (Daramola, 2010). Those who practised it in the early days were called lobby agents as they frequented the lobbies of government buildings in order to speak to public officials on behalf of a cause, a group or an issue.

Lobbying can be defined strictly as a specialist activity which attempts to influence legislation through direct contact with legislators. In a broader sense, the concept is used interchangeably with 'pressure group'. It can

therefore, be surmised that any person or group that conducts activities with the aim of influencing public policy or programme is lobbying.

The precise role of lobbyists may be unclear; the key objective, however, is to influence the course of legislation for the benefit of the sponsor of the lobby.

Unlike advertising, however, lobbying uses personal and non-personal media such as:

a.   Letters
b.   Telephone calls
c.   Speeches and others to advance their activities.

3.5   Sponsorship Marketing

Like advertising, sponsorship marketing is another technique through which organisations can communicate their brand essence and make some strong statement. However, unlike advertising, it does not follow the steps involved in creating an advert and the processes of media selection or buying and placement involved in advertising.

Sponsorship involves investment on causes or events for the purposes of achieving various objectives. Such objectives could include:

1.   Increased brand awareness
2.   Enhanced brand image
3.   Increased sales volume.

By definition, sponsorship marketing involves two main activities:

(1)   An exchange between a sponsor (such as a brand e.g. Star lager), and a beneficiary/sponsee (such as a sporting event, for example, the Nigerian Premier League Competition), whereby the latter receives a fee and the former obtains the right to associate itself with the activity so sponsored.

(2)   The marketing of the association by the sponsor. Both activities are necessary if the sponsorship fee is to be a meaningful investment.

Sponsorships can be in the form of:

a.   Supporting athletic events such as golf and tennis tournaments, the Olympics;

b.   It can also be in the form of supporting and bank-rolling major national activities such as Glo Premier League in Nigeria, MTN Half Marathon also in Nigeria, among others.

Cause-oriented or cause–related sponsorships could range from supporting causes which are deemed to be of interest to some facets of the society. In this group belong environmental protection, deforestation, wild life preservation as well as raising funds for charities.

3.6   Propaganda

Just like advertising whose ultimate goal is to change people's views in order to influence them, propaganda is sometimes likened to advertising. Propaganda is defined as a clever presentation of selected information and ideas arguing in favour of one viewpoint while obscuring the others (Daramola, 2010). In its crudest form and stripped of its cloaks, some people consider propaganda as simply a lie, falsehood, or misinformation designed to conceal the truth, especially the real motives or hidden agenda of the source. On the other hand, some scholars hold the view that propaganda does not necessarily have to be falsehood always, pointing to the (Propaganda of Deeds) as evidence that propaganda does not always have to be or described as a lie.

Similarly, John-Kamen, (2006:66) says it is any institution or scheme for propagating a doctrine or system; an effort directed systematically toward the gaining of public support for an opinion or cause of action; and the tenets, views, etc, put forward by the propaganda. Propaganda is associated with the Society of Cardinals, the overseers of foreign mission, also the college for the propagation of faith, founded by Pope Urban VIII in 1627 for the education of missionary priests, John-Kamen (2006).

3.6.1 Types of Propaganda

Propaganda is of three types:

1.   Black propaganda: This is practice or act of deliberately sending out false information or misinformation for the selfish interest of the sponsor. For instance, in a contest between PDP and APC, each

party tries to outdo each other by either overstating their strong points or understating their weak points or both.

2.   White propaganda: This involves information given out for the benefit of a target group and not necessarily for pecuniary benefits for the sponsoring organisation.

3.   Grey propaganda: This is also known as great propaganda. It is falsehood told and which has endured through the ages and evolved into an accepted tradition. Advertising is a kind of prey propaganda which has long been accepted as a way of doing business in modern times. It is great propaganda because it combines some elements of black and white propaganda as it benefits both the sender and the receiver of the message.

Advertising is said to be a form of propaganda, in the sense that it hides some of the truths, such as the weakness or the bad aspects of the products (Daramola, 2010).

SELF-ASSESSMENT EXERCISE

List and explain four concepts that can be easily mistaken for advertising and state their relationship with advertising**.**

4.0   CONCLUSION

Advertising is a very unique profession and many people are getting involved in it. There are, however, a lot of misunderstanding and mix-up in the profession as many people mistake it for others. To effectively make use of the potential benefits of advertising, a good knowledge of what advertising is as well as what advertising is not, is very important.

5.0   SUMMARY

We have considered several concepts that are related to advertising and have taken the time to indicate in it the subtle differences while urging others to also have a good understanding of the concepts

6.0   TUTOR-MARKED ASSIGNMENT

Do a detailed description of five terms that are used in advertising and sales promotion and show clearly how they are related.

7.0　REFERENCES/FURTHER READING

Daramola, A. C. (2010). *Principles and Practice of Professional Advertising a Multinational and Comparative Analysis*. Lagos: Trust Communications Limited.

John-Kamen, A. U. (2006). *Advertising: Genesis, Evolution, Principles, Practice*. Enugu: SNAAP Press Limited.

UNIT 3   ADVERTISING AS A FORM OF MASS COMMUNICATION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Advertising and Model of Communication
        3.2   Advertising and the Obstacles to Communication
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

The overall objective of every form of advertising is to communicate one message or another to a target group of prospect. As a form of mass communication, advertising is a process of disseminating information or ideas through impersonal media to a large heterogeneous audience. In this unit, we shall see how advertising is considered a form of communication.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain why advertising is a form of communication
- discuss the relationship between advertising and the model of communication
- identify and discuss barriers to communication in relation to advertising.

3.0   MAIN CONTENT

3.1   Advertising and Model of Communication

We have since known that communication is the act of transmitting information and ideas from one person to another. Advertising, being a type of mass communication, is a process of dissemination information or ideas through impersonal media to a large diversified audience.

As we have established, mass communication is much more difficult than face-to-face conversation or communication. For instance, an advertisement targeting one million people simultaneously cannot be easily adjusted to suit individual peculiarities and needs. In the same vein, the appeal that can convince some audience members may alienate others. For this reason, it is advised that for any advertisement to be effective, the message must appeal to the largest number of individual targets. An advertisement is a successful message only when its intended meaning is commonly understood and shared by the senders and majority of the receivers.

Encoding the advertisement message
As a copywriter in an organisation, assume your assignment is to inform consumers about an amazing product and the way it is superior to rivals. Now the question is, what kind of message will you send? To start with, you may want to describe the product using such words as "amazing", "miracle" "wonder", etc. Also, use pictures of satisfied customers or even pictures of the product in use. All these efforts are regarded in communication parlance as encoding or designing the message. You must note, however, that these efforts themselves do not produce communication because an advertisement, like any other message may not mean the same thing to the audience as it means to the source or sender. Those words, illustrations and demonstrations that the sender/encoder considers so clear and vivid, may not be understood as such by the audience. When a message is not understood as intended, an interference known as noise has crept in.

According to Gamble and Gamble (2010:6) noise is anything that interferes with or distorts our ability to send or receive messages. An advertising message, like any other form of communication, may suffer some of these noises which ultimately affect how it is received by the people. A noise can be either internal or external. Internal noise is attributed to the psychological makeup, intellectual ability, or physical condition of the communicator while external noise is attributed to the environment. In which ever case, in the context of advertising, if any advertisement is affected by noise, it has a great chance of being unsuccessful.

In a typical advertising message, the model of communication is fully acted out, through encoding of the message as done by the copywriter/advertiser, through any chosen medium, such as radio, television, newspaper or magazine which now gets to the receiver or consumer. In all these processes, noise can enter the interaction at any point and can affect either the sending or receiving abilities of the communicators, i.e. the advertiser or the consumer.
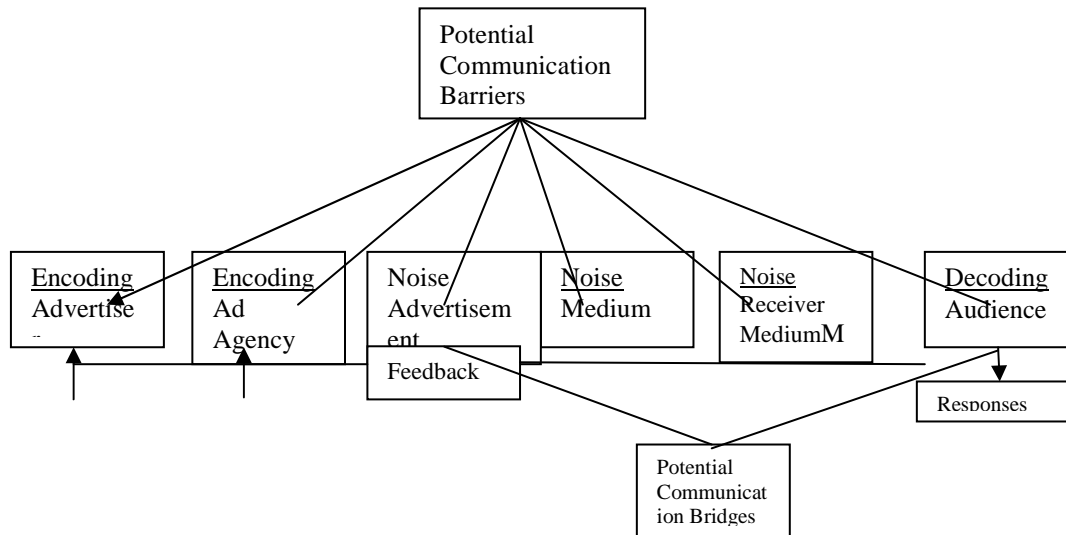
Fig.1: Potential Barriers and Bridges in Mass Communication Process
Source: Shannon-Weaver model in McQuail, D. & Windal, S. (2007)

On the other hand, even when we use words and images to communicate across cultures, the words we speak or use would still be translated to the people who speak other languages. Again, in some cases, where people speak the same language, some words in that language do not necessarily mean the same thing to everybody within the culture. It is therefore imperative that to communicate meaningfully and effectively, the sender and the receiver of an advertisement message must share the same meaning for the message.

3.2   Advertising and the Obstacles to Mass Communication

The volume of advertising message we receive daily has increased tremendously over the decades. As the messages come, they make some impressions on us. Many of the impressions are noticed; others pass unnoticed or are quickly forgotten while few leave a lasting impression or unforgettable image.

Individual differences
The effectiveness or durability of any piece of advertising message is a function of the unique circumstances of individual members of the audience. For example, an advertisement on a pill that enhances conception, this message will be of benefit and appeal for mothers who have conception problems, mothers-in-laws who are praying fervently for grand-children; but it may not appeal to very young women who are yet to marry or much older women who have forgotten about conception.

From the above analysis, we discover that one of the biggest barriers against mass communication is the fact that audience members will always selectively attend to messages according to their individual needs and circumstances. This reality is a challenge to the advertising practitioner who has no power to know the physical and mental circumstances of every member of the audience.

To address this gap, market audits or audience research about the target group can be conducted although mass communication experience is an individual affair for each person. Advertising messages should therefore appeal to each member of the audience.

Channel noise
Another obstacle to mass communication process is **channel noise** – which is anything that interferes with the fidelity of the physical transmission of the message. For instance on radio, TV pictures and breaks on the screen, or print that is either too small typeface to be easily readable. Other types are prints that are too small to be easily read by the consumer. In some cases, manufacturers make promises in big typefaces at the beginning of an ad or at the headline, only to retreat it in tiny typefaces at the end of the advert copy. This is a fraudulent practice, for example, insurance policy documents. Only strict laws should be used to curb them.

Again, poor transmission or bad reception in broadcast or electronic media can be overcome by redundancy. This will involve a repetition of the main idea to ensure that the main basic message gets across to the audience even if a part of it is lost.

Semantic noise
This is a variant of channel noise; it occurs when a message is misunderstood even though it is received exactly as it was transmitted. Semantic interference can cause pseudo-communication which occurs when an audience member understands the message differently from what the sender intends. For instance, a word is mispronounced or misused as follows; larger beer for lager beer; poster for postal; litter for letter, etc.

Denotative and connotative meanings
A word may have both denotative and connotative meanings: Denotative meaning is the standard, dictionary meaning while connotative is subjective and emotional. The word 'crazy' could mean someone is insane; it could also be a way of saying someone is very angry…it depends on circumstances.

Solution to semantic noise in advertising

i.   Avoid double-barreled words
        To avoid a situation where an audience member may get frustrated
        in trying to understand the message, it is advised that communication
        should be reduced to the barest terms by stating it in clear terms and
        words, otherwise, the reader or listener may turn to something else
        after making several attempts to understand the message without
        success.
ii.   Include a response device
        Advertising is most effective when it includes a response device
        which facilitates audience participation and feedback. Feedback is
        usually delayed in the normal mass communication process, for
        example, letter to the editor or to the host of a TV show. Whichever
        it is, some time is expended before the response comes which may
        cause frustration on the side of the audience members. However,
        with real time phone-in programmes, this challenge is almost
        resolved as feedback/responses in live programmes are real time and
        immediate.

SELF-ASSESSMENT EXERCISE

i.   Discuss all that you know about channel noise and state how
        relevant they are to advertising.
ii.   As an advertiser, how can you handle channel noise?

4.0   CONCLUSION

Advertising as a form of communication passes through the experiences
like other forms of communication. This includes going through influences
from barriers to communication. There are so many barriers to
communication which can reduce the effectiveness of communication
messages. These include barriers from the sender and barriers from the side
of the receiver. However, a proper encoding process, such as using clear
language, can reduce the effect of channel noise.

5.0   SUMMARY

Advertising, being a type of mass communication, is a process of
disseminating information or ideas through impersonal media to a large
diversified audience. According to Osagie (1997), advertising is a
persuasive, paid-for form of communication…which persuades, cajoles,
offends, amuses, fascinates, intrudes, etc. It experiences the same level of

barriers to communication just like any other form of communication. This can lead to audience turning away from the message if the barrier persists for a long time. Efforts should be made through clear encoding to reduce the rate of barriers to advertising effectiveness.

6.0 TUTOR-MARKED ASSIGNMENT

Explain how channel noise can affect communication.

7.0 REFERENCES/FURTHER READING

Daramola, A. C. (2010). *Principles and Practice of Professional Advertising a Multinational and Comparative Analysis*. Lagos: Trust Communications Limited.

Gamble, T. K. & Gamble, M. (10th ed.). (2010:7). *Communication Works*. New York: McGraw-Hill Companies.

UNIT4   MARKETING COMMUNICATION

CONTENTS

1.0   INTRODUCTION

Advertising is just a component of the marketing communication mix. There are other elements that together make for effective solution to marketing problems. In this unit, we look at those other elements briefly in relation to our main topic - advertising.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain the meaning of marketing communication-mix
- enumerate the components of the marketing communication mix
- discuss the challenges in implementing the IMC within organisations.

3.0   MAIN CONTENT

3.1   Components of the Marketing Communication

There are at least five major elements of the marketing communications mix. For the marketer to inform, persuade, and remind target consumers effectively, they should rely on one or more of these elements, in what practitioners refer to as mix. This suggests that for any particular programme, the marketer must find the best way of mixing these elements in order to derive the best benefit at the lowest possible cost. These

elements are as follows: advertising, public relations, sales promotion, direct marketing, and personal selling.

Advertising
This is defined as non-personal message, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons or ideas. Marketers use media such as television, radio, outdoor signage, magazines, newspapers, cell phones and the Internet to deliver their advertising messages. Advertising has ability to reach a mass audience often makes it an efficient method for communicating with a large target market a time.

According to Bearden, Ingram and LaForge (2007:371), "Advertising has been known traditionally as the most prominent form of marketing communications due to its ability to deliver massive visibility for its users." This means, advertising is with all of us almost every time such that we cannot escape it. This ubiquitous nature of advertising is usually possible because of the enormous amount of money deployed. For example, in Nigeria, the telecommunications companies – MTN, Globacom, Etisalat, Airtel and Visafone - spend huge amounts of money every year to advertise their products and services. The same thing goes for banks and insurance companies as well as oil and gas and other corporate organisations. The Fast Moving Consumer Goods brands such as Omo, Ariel, Milo, Maltina, Star lager beer, etc are also not left out in the use of advertising to drive their marketing and promotional efforts in the market place.

In the United States of America, (USA), which is considered the world's largest market, General Motors Corporation spends more than $3.5billion annually on advertising; Time Warner, Procter & Gamble, Pfizer, Ford, and DaimlerChrysler all spend in excess of $2billion per year on advertising. Bearden, Ingram and LaForge (2007), further said that Procter and Gamble spends more than any other company advertising outside the United States, (thus) leading all companies in China, Germany, and the United Kingdom.

Globally, the advertising industry is said to be fairly stable in recent years with modest increases occurring occasionally from year to year. There have been new and emerging advertising platforms made up of the new media and as marketers experiment with them, there are predictions that the online and cell phone advertising will grow rapidly in the coming years. Given the rate at which Nigerians adopt and adapt to online and digital activities, this new phase of advertising will definitely not elude Nigeria and Nigerians.

Public relations
This is the process of deliberately seeking to positively influence feelings, opinions and beliefs about a company and its market offering to a variety of publics or stakeholders. Employees, customers, stockholder, community members and the government are examples of various publics for many firms.

Unlike advertising, the purpose of PR is usually to be perceived positively by the relevant publics. PR efforts are usually aimed at various corporate groups (publics) including:

1. employees,
2. Competitors
3. Suppliers
4. Stockholders
5. Government
6. labour groups
7. Consumers, and many others.

PR is concerned with establishing good relations with all stakeholders. It has, however, been argued that the overall objective of developing a good relations with the public is to enhance the organisation's business prospects in the short or long run.

A key technique of PR is publicity which refers to non-paid-for communications about the company or product that appear in some media form. These messages are usually not controlled by the firm, but by the media houses themselves; they are more likely to be believed by the audience than they would the advertisement messages.

Sales promotion
Sales promotion means those activities which provide extra value or incentive to ultimate consumers, wholesalers, retailers or other organisational customer and that can stimulate immediate sales. It does this by stimulating interest in the product, instigating product trial, or purchase or both. Examples of sales promotion techniques include coupons, samples, premiums, point-of-purchase displays, sweepstakes, contexts, rebates and trade shows among others.

There are two major types of sales promotion. These are **consumer** sales promotion and **trade** sales promotion. Consumer sales promotion focuses on the ultimate user or consumer of the product or service. On the other

hand, trade sales promotion is targeted at the retailers, wholesalers, distributors and other business buyers.

While the consumer is induced to buy and consume more whether he needs it or not, the trade sales promotion encourages the retailer, distributor or wholesaler to stock more of the same goods, thereby helping the manufacturer to empty his warehouse. Each of these types of sales promotions has its own specific objectives and techniques of achieving them.

Personal selling
Personal selling is a type of selling that involves interpersonal communications between a seller and a buyer to satisfy buyer needs to the mutual benefits of both parties. According to Bearden, Ingram and LaForge, the personal nature of this method of selling distinguishes it from nonpersonal forms of marketing communication. Personal selling allows immediate feedback, enabling a message to be tailored to fit the buyer's individual needs. The method is dynamic and flexible, making it an excellent for establishing and nurturing customer relationships.

As an important component of the marketing communications mix, personal selling is useful when the product involved is a complex one, such as medical equipment. To successfully sell this to hospitals, one would require well informed salespeople who can provide the necessary details to prospective buyers on one-on-one basis.

Direct marketing communications
When we communicate directly with consumers to encourage them to respond to our sales message through telephone, mail, electronic means or even personal visits, we are engaging in direct marketing communications. Some known techniques include: direct mail shots, telemarketing, direct-response broadcast advertising, online computer shopping services, cable television shopping networks, infomercials and in some instances, outdoor advertising.

3.2   The Marketing Communication Mix

As a result of the ever-increasing competition in the market place, a lot of pressure is now more than ever being put on the marketing communications to ensure a wider reach to as many people as possible in order to convince them to buy. The result is that marketers are increasingly turning to **integrated marketing communications (IMC)** for solutions. IMC is the strategic integration of multiple means of communicating with target

markets to form a comprehensive and consistent message. The intention of this marketing communication mix is to integrate and not to isolate, as an expert has said. It is expected that to ensure proper integration, advertising, message must be consistent with the personal selling message and the sales promotion message, among others. Again, it is necessary, within the context of integrated marketing communication mix, which consumers can see a product in a movie, a commercial message or brand name on a T-shirt, and a company name prominently displayed on a hot balloon. Branded products can be made to be part of television show.

These sorts of marketing communications activities are increasing even as marketers try hard to find new ways to reach the audiences who are wearied by excessive media advertising and other forms of traditional communications. The question has been, how has this integration process been received within the industry especially by professionals both at the agency side and at the client side? This leads us naturally to consider the challenges of implementing the IMC in organisations.

3.3   Challenges of Implementing IMC within the Organisation

To achieve the desired consistency among other components of the marketing communication disciplines can be quite daunting for the following reasons:

i.   Some advertising creative people do not wish to drop their latest "big idea" for any other branding theme.
ii.   Others feel threatened when there is a need to shift expenditure from advertising to either direct marketing or Internet promotion or even sales promotion
iii.   Again due to the specialist nature of various disciplines, this tends to narrow people's view of such that they fail to see alternative ways of achieving organisational goals better through different communication techniques. It is however, imperative for this conflict of interest to be amicably and professionally resolved for the interest of the organisation. Some suggestions have been put forward regarding how this can be done.

3.4   Resolving the Conflict

One way to resolve this conflict of interest within the organisation is through the appointment of a high-ranking communications officer who will then oversee the company's communication needs. With a title like 'marketing communications director,' the incumbent will see to it that

decisions bordering on 'to what extent each of the components of the marketing communication mix should be' applied based on the overall marketing communication objectives (Belch and Belch, 2007; Jobber, 2007). In this regard, it is always a good idea to choose a 'director' who will be seen as visionary with passion and who has the communication ability to take people along and persuade everyone to appreciate the benefits of an integrated process to marketing communication.

SELF-ASSESSMENT EXERCISE

Explain the meaning of marketing communication-mix.

4.0   CONCLUSION

Apart from advertising, there are other important components of the marketing communication which have been discussed in this unit. There is always a need to mix them in good proportion if a company wishes to have an effective campaign.

5.0   SUMMARY

The various elements in the marketing communication mix are to be considered as important as the other. Depending on the available budget and the person in charge of decision making, it is a good practice to take a good mix in order to achieve optimum impact.

6.0   TUTOR-MARKED ASSIGNEMNT

What challenges could be envisaged in implementing an IMC programme and what advice would you give for a resolution?

7.0   REFERENCES/FURTHER READING

Belch G. E. & Belch, M.A. (2007). *Advertising and Promotion an Integrated Marketing Communication.* New York: McGraw-Hill.

Jobber, D. (2007). *Principles and Practice of Marketing*. (5th ed.). Glasgow: McGraw-Hill Companies Inc.

MODULE 2   EVOLUTION OF ADVERTISING AND SALES PROMOTION

Unit 1   Origin and Evolution of Advertising and Sales Promotion
Unit 2   Definition of the Communication Process
Unit 3   Nature of Communication
Unit 4   The Response Process

UNIT 1   ORIGIN AND EVOLUTION OF ADVERTISING AND SALES PROMOTION

CONTENTS

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7.0   References/Further Reading

1.0   INTRODUCTION

This unit focuses on the evolution of advertising. It examines the pre-American Civil War, the industrial age and the post-industrial era as the signposts of advertising development. Finally it discusses the various things that enhanced the development of advertising as well as considered the first advert that appeared in English language newspaper.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain the origin of advertising and sales promotion
- identify and describe different eras of advertising development
- show the link between the history of advertising and the development of society.

3.0   MAIN CONTENT

3.1   How Advertising Started in Pre-Industrial Times

Many years before the industrial age, the most common economic activities known to man were hunting, farming, herding or handicraft. These activities were carried out in small scale just to satisfy the needs of the people who lived in small communities. There was no need for mass production neither was mass media advertising necessary. Similarly, distribution was limited to how 'far' vendors could 'shout' as people lived not too far away from one another. All that, however, changed with the advent of the industrial age which virtually changed the way business was done, including advertising. The evolution of advertising can therefore be considered under some specific eras or epochs which also represents the development of society.

The Pre-industrial age
This is easily the period from time immemorial to the 19th century and coincides with the period covering between US Independence up to the Civil War era. This period was characterised by:

- larger and more complex markets
- increased demand for products
- slow development for the need for advertising.

Advertising and sales promotion are said to be the symbol of America's capitalism around the globe, but they both existed much before the founding of the US. This reality can be found in the advertisements for slaves and household goods which are reflected in the written records of early civilisation. However, advertising as we know it today, with its glamour and wide reach, developed along with the capitalist markets in the United States over the years.

According to Gerard J. Tellis, in his work, *Advertising and Sales Promotion Strategy,* this development can roughly be divided into the following epochs which tie with the major wars of that period:

(1)   War of Independence to the Civil War
       This period witnessed what could be regarded as a very significant development in the history of advertising. It was during this period that the growth of advertising regulation started. These regulations were triggered mostly by the activities of the patent medicine industry. The patent medicine is recorded as one of the earliest categories to be mass marketed. Patent then was simply a seal of royal approval or endorsement from the British Crown. Due to lack of well-tested drugs, makers of medicines therefore sought credibility by obtaining royal approval seen as endorsement in the industry. The activities of medicine makers soon became a source of concern to government such that as at the beginning of 20th century, patent medicine were one of the most heavily advertised categories. While this business thrived, it came with it outlandish and untested claims prompting the US government to pass the Pure Food and Drugs Act in 1906. The act became the first to control certain forms of advertising.

(2)   Civil War to World War I
       The Better Business Bureau was founded in the United States in 1912 as a major self-regulating agency. As a result of spurious claims by medicine makers state governments in the US joined in kicking against it, thus they initiated laws for truth in advertising. The introduction of aspirin a little before World War I signaled the first major attempt at giving the people an effective drug that was scientifically proven and easily experienced. Consequently, most of the claims by patent medicine became apparently dubious in comparison and over time, they soon died out but the regulatory environment which it triggered remained an integral part of US advertising. Those brands that survived were compelled by circumstances to resort to more careful advertising of substantiated claims.

(3)   World War I to World War II
       Four years before the Second World War, the Great Depression of the 1930s had begun. This depression only ended when the economy geared up to meet the increased demands of World War II. The obvious worrisome plight of consumers elicited, as well as people's excesses led to a new spate of regulations. Such regulations and laws

include: The Pure Food, Drug and Cosmetic Act which was passed in 1934; the Wheeler-Lea Amendment to the Federal Trade Commission Act passed in 1938, among others. Around this period also emerged the systematic measurement of advertising before which most newspapers either did not know or simply did not reveal their real circulation.

(4)   Post World War II
       Following the end of the World War II, the US economy experienced an expansion as a result of greater demand, rebuilding and reconstruction of US allies' economies, thus creating a boom for advertisers. This boom was fueled by the availability of national television, a medium that made possible and easier entry into the mass market, developing brand names, introducing new products, etc.

However, about a decade after the war, the growth of the economy slowed down, many products had reached the maturity having penetrated nearly 100 per cent of the US population. Among marketers/advertisers, price cutting, intense sales promotions and over-advertising became the norm. Consequently, pressure on the accountability of advertising intensified.

SELF-ASSESSMENT EXERCISE

Explain briefly two of the phases of the development of advertising in the US.

Pre-industrial Age
Many years before the industrial age, the commonest economic activities known to man were hunting, farming, herding or handicraft. These activities were carried out in small scale meant only to satisfy the needs of the people who lived in small communities. There was no need for mass production or advertising through the media. Distribution was limited to just how far a vendor could walk while advertising was limited to how loud they could shout. However, all that gradually changed with the advent of the industrial age. The evolution of advertising therefore shows that business was first carried out by the early man at a very low and small scale due to the size and simplicity of society. The history of advertising can, therefore, be considered under some specific eras or epochs which also represent the development of society itself.

3.2 Nature of advertising in the Pre-industrial Age

During this era, advertising was practised in the form of:

1. hanging of carved signs in front of shops to attract passers-by;
2. Such signs used symbols instead of letters and alphabets as many people could not read and write.

3.3 Some Developments that Enhanced Advertising in the Pre-Industrial Age

The eventual arrival of modern advertising was enhanced by the following developments:

1. **Chinese invention of paper**
   Around the period 100 BC or AD 105, paper was invented in China. Records have it that a Chinese Eunuch, Ts'ai Lun was the first person to start a paper-making industry (Hunter, 1943:4). This development apparently led to more developments in the society, such as the spread and development of civilisation in general and the growth of advertising practice in particular.

2. **Europe's invention of the paper mill**
   The history of the invention of paper mill is not very clear from records. However, it is believed that Muslims first invented paper and made a thicker sheet of paper. Paper-making reached Europe as early as 1085, got to Spain by 1150 while France had a paper mill by 1190, and Italy by 1276. The spread of these paper mills gave a boost to several other developments including spread of advertising in the polity.

3. **Guttenberg's invention of the printing press**
   This invention later became the most important development in the history of advertising and life generally. Before the invention of the printing press, most people were illiterate. Only monks and scholars could read and write. This meant that an average person had to memorise important information and communicate orally. This created much limitation in terms of dissemination of communication especially advertising messages. Consequently, the early forms of advertising featured symbols of the goods or services meant for sale instead of the present form in which advertising appears both in words and symbols.

SELF-ASSESSMENT EXERCISE

i.   Describe two ways in which advertising was done during the pre-industrial age?

ii.   Mention and describe three major developments that enhanced the evolution of advertising in the pre-industrial age.

3.4   The First Advertisement in English Language

The first advertisement that was in English language was in the form of a handbill tacked on church doors in London as early as 1472. The message was the announcement of a prayer book meant for sale. Two centuries after that, the first real newspaper advertising was published, offering a reward for the return of 12 stolen horses. In quick succession, newspapers began to carry advertisements for coffee, chocolate, tea, real estate, medicare, etc. – all directed to a very limited audience.

By early 18th century, with the world population coming up to 600 million people, some cities became big enough to support larger volumes of advertisement. In the American colonies, the Boston newsletter began carrying ads in 1704 and by 1739, Benjamin Franklin, the father of advertising art, became the first to make ads very legible by using large headlines and considerable white space which became known as illustrations in ads.

3.5   Evolution of Advertising in Nigeria

The development of advertising in Nigeria followed a similar path as in the early days of advertising in the Hebrews. As John-Kamen, (2007) records, the earliest form of advertising was trade by barter whereby individuals in need of particular items carried the ones they had to a meeting place or market place and exchanged them with people that had the ones they were in need of. This was followed by public criers, spoken publicity, the use of metal or wooden gongs and hand bells by traders who rang them to attract customers' attention to their goods.

From the early days to the present day, spoken publicity has continued to be used. Spoken publicity, both on radio and in television, has become an important factor in advertising in Nigeria.

It can be said that the establishment of newspapers in Nigeria, pioneered by Iwe Irohin in 1859, paved the way for newspaper advertising in the country. The following newspapers were established at the time:

1.   *Iwe Irohin Fun Awon Egba Ati Yoruba* (the newspaper for the Egba people and the Yoruba). This was published by Rev. Henry Townsend when he established a portable printing press at Ake Abeokuta Mission House. That press printed other materials such as religious pamphlets, books, church news, hymnbooks, prayer books and newspapers among others.
2.   *The Anglo-African* – 1863
3.   *Lagos Times & Gold Coast Colony Advertiser* – 1880
4.   *Lagos Observer* – 1882
5.   *The Eagle & Lagos Critic* – 1883
6.   *The Mirror* – 1887
7.   *Lagos Weekly Times* – 1890
8.   *Lagos Weekly Records* – 1890
9.   *The Lagos Echo* – 1891.

3.6   The First Newspaper Advertisement in Nigeria

According to John-Kamen (2006), between 1860 and 1865, the "Iwe Irohin" newspaper carried news, local advertisement and championed the campaign against human trafficking of slave trade. Before the newspaper went out of circulation, its fortnight edition had included a four-page English "supplement".

4.0   CONCLUSION

This unit has exposed you to the history of advertising, tracing its origin and development to the various world wars and the American Civil Wars as well as Nigerian account. The unit also explained the nature of advertisement during that era and also showed how the first advertisement in English language was run in the newspaper.

5.0   SUMMARY

Advertising as we know it today started as symbols and not as written texts or messages. This was so because the societies were small and most people did not know how to read and write so the advertisement was limited to the small areas. The advent of the printing press, the paper mill and the paper changed all that – the first printed newspaper and advertisement all became possible through the application of modern technology.

6.0   TUTOR-MARKED ASSIGNMENT

Highlight and discuss the contribution of paper and printing press in the development of advertising.

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UNIT 2   DEFINITION   OF   THE   COMMUNICATION PROCESS

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Meaning of Communication
        3.2   Communication Principles
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

The overall objective of the elements of the Integrated Marketing Communication (IMC) programme is to communicate with an audience or target group. Whether through media advertising, direct marketing, public relations or sales promotion, it all boils down to sending out a set of carefully articulated and well designed messages to both current and prospective, relevant publics.

The way an individual, group, or organisation communicates to its audience, depends on a number of factors. As a marketer, the way communication will flow from the organisation to the public will be a function of several factors including:

(1)   How much the potential customers, including current ones know about the company,
(2)   What type of image or perception the customers hold of the company and its products and services.

For these reasons and to discover answers to the above, it is important for those who have responsibility to develop the IMC programme to properly understand how communication works. This means, they have to understand what the process is in terms of how they create, deliver, manage and evaluate messages about a brand. The key thing for marketers to bear in mind is that consumers will always receive, interpret and react to their communication messages in various ways. It is this various ways of reacting to messages that will shape their responses to the company and its products and services.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define communication
- discuss the principles of communication.

3.1 Meaning of Communication

There are as many definitions of communication as there are experts in the field. Looking at the origin of the term, which is derived from the Latin word, *communicare*, one sees 'sharing' imbedded in the meaning. Again, the French word *communis*, symbolises 'common' among the relevant persons.

According to Akalugo (2003) and Sybil *et al.* (1989):

Communication serves as an instrument of social interaction. It helps us to understand ourselves, to keep in touch with other people and to understand situations. Furthermore, it is a means by which power is acquired, exercised and sustained. It is the medium through which relationships are established, extended and maintained…

Let us consider in full, some of these definitions of communication by some experts:

i.   Communication is any means by which a thought is transferred from one person to another (Chapel & Read 1984:1).
ii.   Communication is the process by which one person (or a group) shares and imparts information to another person (or group) so that both people (and group) clearly understand one another. (Udall, R. & Udall, S. 1979:5).
iii.   Communication is not just the giving of information, it is the giving of understandable information and receiving and understanding the message.
iv.   Communication is the transferring of a message to another party so that it can be understood and acted upon. (Eyre, E.C. 1983:7).
v.   The communication process involves all acts of transmitting messages to channels which link people to the languages and symbolic codes which are used to transmit messages, the means by which messages are received and stored, and the rules, customs, and conventions which define and regulate human relationships and events. (Ugboajah, F. 1985:2).

These definitions reveal a common feature, namely, that communication is viewed as:

a.   Process of transmitting thought.
b.   The sharing and imparting of information.
c.   The giving of understandable information and receiving and understanding of the message.
d.   The transmitting of messages and the linking of people.
e.   The conveying of ideas, feelings and attitudes.
f.   The creating and exchanging of messages within a network of interdependent relationships.

3.2   Communication Principles

It is usually said among communication practitioners that when communication goes smoothly, it looks simple and effortless. But this is not always the case especially when communication misses the mark. For communication to work effectively and accomplish its objective, every communication effort goes with and is affected by some principles that are not so apparent. All these principles involve a well-coordinated process. The understanding of these principles is very crucial in helping us make strategic choices and in turn enhances our capacity to achieve both personal and organisational goals. Let us then understand what is meant by communication principles. To better understand communication, we need to have an understanding of some subtle but important underlying principles. These principles are:

i.   Communication is unavoidable
It is a basic fact that one cannot avoid communication. According to Adler, Elmhurst,and Lucas (2012) in their book, *Communicating at Work: Strategies for Success in Business and the Professions,* "One cannot **NOT** communicate." In other words, communication is inevitable among humans. To underline the inevitability of communication in our lives, we need to know that even not saying anything in some circumstances can be said to be communication as that 'muteness' sends a signal. Our facial expressions, postures, gestures, clothing, frowning, and so on, give a clue to our attitude or inner thoughts.

ii.   Communication is strategic
This means for every communication effort, there is a goal to be achieved. Be it at the work place or elsewhere, every communication effort is aimed at achieving a particular objective. To this end,

experts have identified three types of goals that a communication effort may aim to achieve at any given time. These include:

Instrumental communication: Instrumental communication is a communication goal that tries to accomplish 'the task at hand.' For instance, if your boss says, I need the broadcast schedule now…he is communicating instrumentally.

Relational communication: The second set of goals is relational communication which is a message that shapes and reflects how people regard one another. Relational communication encompasses communication processes in personal relationships such as romantic relationships, family relationships, and friendships.

Identity management: Third in strategic involves identity management – which is the practice of presenting oneself in a way that produces a good image and distinctive sense of self. Identity management refers to the ways we handle ourselves in various situations. For instance, we decide on particular communication behaviour to influence how others perceive us. Another important reason to communicate our identities is to become an active citizen, voicing our identities.

iii.   Communication is irretraceable
The opportunity to retrace words already spoken is unfortunately impossible. This limitation or challenge is more prevalent in broadcast communication than in print. Even when editors try to make amends by retracting their words and tendering apologies for unintended slips, this is usually not possible because words said are hardly retraceable.

4.0   CONCLUSION

To achieve an effective communication, one must be clear about the objectives. Above all, one should also know the various principles that guide communication process. These principles have been clearly outlined and explained for proper understanding.

5.0   SUMMARY

We have discussed and noted various ways to define communication. We have also identified the principles that underline the entire communication process, by showing how related they are to the objectives of communication.

6.0   TUTOR-MARKED ASSIGNMENT

Explain the principles of communication as discussed in this unit.

7.0   REFERENCES/FURTHER READING

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UNIT 3   NATURE OF COMMUNICATION

CONTENTS

1.0   INTRODUCTION

Having established what communication means and also laid the ground rules in form of principles in the first unit of this module, we now turn to consider the basic model of communication. By this we mean, the various elements of the communication process which play various roles to make communication complete.

 In the communication model, two elements represent the major participants in the communication process, which are the sender and the receiver. Another two elements are the message and channel. There are, however, four others which are the communication functions and processes: encoding, decoding, response and feedback, while at the rear we have noise. Noise refers to any extraneous factors in the system that can interfere with the process and work against effective communication.

2.0   OBJECTIVES

At the end of this unit, students should be able to:

- discuss the meaning of source encoding
- explain what is meant by channels
- explain the meaning of receiving/encoding
- explain the role of noise in communication
- discuss the importance of response/feedback.

3.0   MAIN CONTENT

3.1   Source Encoding

In a typical communication event, the sender or source of communication is the person or organisation that has information to share with another person or group of people. In this case, the source could be an individual or a non-personal entity.

In the case of an individual, it could be a sales person of an organisation; it could also be a hired or contracted person by the organisation. Such a person could be a celebrity, for example, former footballer, Austin J. J. Okocha … when appears in an advertisement on behalf of the sponsoring organisation.

If it is a non-personal entity, it could be the corporation or organisation itself and no individual represents it. An example is any corporate advertisement placed by Nigerian Breweries Plc, Guinness Nigeria Plc or Coscharis Motors. In many cases, the source of many adverts is the company itself since no specific spokesperson or source is shown. Many companies in Nigeria operate in this manner, and they include: Dangote Nigeria Limited, Globe Motors Limited, Elizade Toyota, GT Bank Plc, among others.

Source credibility
Organisations which employ the services of spokespersons do so because of what they believe that the spokesperson means to the general public. This is because the receivers' perception of and attitude to the source can influence how the communication/message will be received by the audience. It is therefore important for marketers or organisations to be careful to select a communicator whom the receiver/audience believes is trustworthy and they can relate with.

The encoding process
This is simply putting thoughts, ideas, information, symbols, pictures, etc, into a symbolic form for the receiver to receive and understand. The aim of the sender is to 'encode' the message in a way the receiver will receive it and understand it. To achieve this, the sender must use words, symbols and signs that are familiar to the target audience.

Types of symbols
Some symbols are known by everyone in the world; that means they have universal meaning. For instance, 'No smoking sign' 'No parking sign', 'Hospital sign' and 'Zebra Crossing sign'. On the other hand, some companies have stayed long in business and have built their brand so well that they now have recognisable symbols known as logo. For instance, in Nigeria, Mr. Biggs, Coca-Cola, Guinness Stout, Gulder lager logos, etc are quite easily recognisable. The idea is that even when an advert carries only these logos without words, the receiver or audience immediately recognises the sponsors.

The Message
The process of encoding naturally leads to the formulation of the message which contains the information or the meaning which the source intends to share, convey or send. The message in most cases is the central reason or substance in any communication event.

Types of message
Message could either be verbal, nonverbal, oral or written or even symbolic. Whatever be the case, the message must be put into a form that can be transmitted and understood by the receiver or otherwise be appropriate for the channel of communication being used.

3.2   Channel

This means the method by which the communication travels from the sender/encoder to the receiver/decoder. There are two broad categories:

Personal channels: Personal channels of communications are direct, interpersonal (face-to-face) contact with target individuals or group. Examples of personal channels include: sales people as they deliver their sales message to buyers or potential buyers. Others are friends, neighbours, associates, co-workers or family members. They often use word-of-mouth communication as a source of information and have been found to be powerful.

Non-personal channel: These are the types of channels that carry messages without interpersonal contact between sender and receiver. These are generally referred to as the mass media or mass communication. This is so called because, the same message is sent to many individuals at the same time. For example, NTA used to pride itself as beaming its signal to 30 million people at prime time. That means any advert broadcast to the people at that time will reach 30 million people at the same time.

Types of Non-personal
There are two categories of non-personal channels of communication. They include: print and broadcast. Print media include newspapers, magazines, direct mail, bill boards, etc. broadcast include radio, television and the Internet.

3.3   Receiver/Decoding

At the other end of the communication activity is the receiver – the person(s) with whom the sender shares thought or information. Generally, it is important to see the receiver as the consumers in the market or the audience who hear, see and/or read the message from the marketer/advertiser and decode it. By **decoding,** we mean the process by which the receiver of a message transforms the message back into thought to create the required understanding. This process is heavily influenced by what is called **field of experience** of the receiver. This field of experience means, circumstances surrounding the receiver at the particular point in time when the communication is taking place. They include: perceptions, attitudes and values which he or she now brings to the communication experience or situation. These can sway the receiver to act or respond negatively or positively to the message, as the case may be.

How to achieve effective communication
In order to achieve an effective communication, the decoding process used by the receiver must match the encoding process of the sender. This means that the receiver interprets and understands correctly what the sender or source is trying to communicate. Communication is effective when sender and receiver are on a common ground.
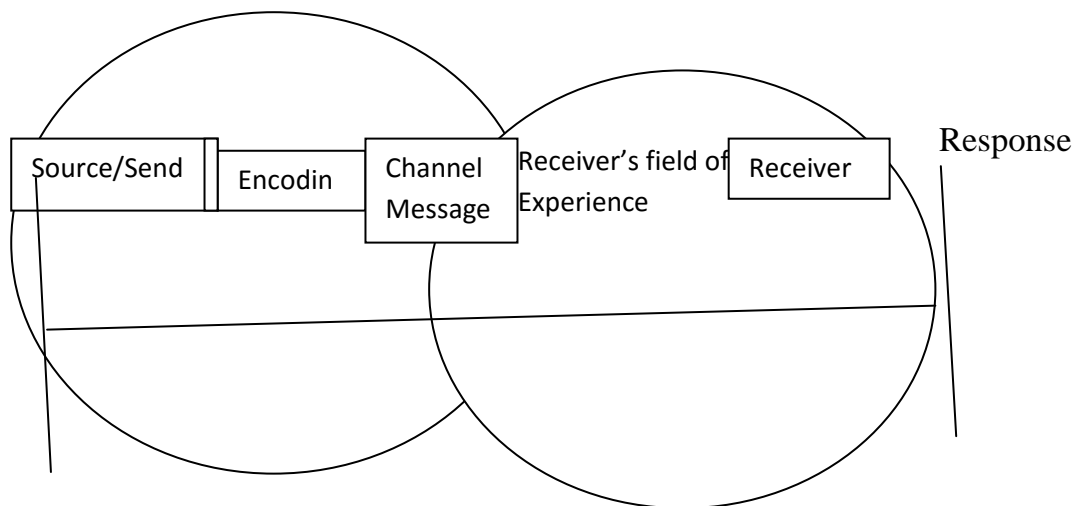
Fig. 2: Model of the Communication Process

3.4   Noise

Next in the line of the essential elements in the communication process is noise. We have established that communication is a process. Throughout the process, there are usually extraneous factors that can interfere with or distort its reception. This is known as noise. As ordinary noise would make it difficult to hear someone speaking to you at interpersonal level, so also can noise be a problem in any given communication event.

Causes of noise
Some errors or distraction occur during the process of the encoding of the message, such as distortion in a radio or television signal or a distraction at the point   of reception.

Noise may also occur because of the different fields of experience of the sender and receiver. As we discussed earlier in the field of experience, lack of common ground between sender and receiver may also result in improper encoding of the message. This can be in form of using signs, symbols or words that are unfamiliar or have a different meaning to the receiver. To avoid this from happening, communicator/advertisers must ensure that their own field of experience overlaps with that of the receiver at all times. It is important to stress that in any communication situation, the more common ground there is between the sender and receiver, the better – i.e. the less likely it is that this noise will occur.

3.5   Response/Feedback

After seeing, reading or hearing a message, the receiver's set of actions is known as **response.** This response can be expressed in two ways:

1)   Non-observable actions: In this way, the receiver will only store information in his memory for later day use.
2)   Immediate action: Here the receiver takes an action as requested in the communication. For example, the receiver could pick up his phone to call a given number to order a product as advertised in the media.

The receiver's response that is communicated back to the sender is called **feedback.** This is one major aspect of marketing that marketers are usually interested in when they run advertisement in the media. Feedback is the last element that closes the loop in the communication flow and makes it possible for the sender to monitor how the message is being decoded and received.

4.0   CONCLUSION

In this unit, we have discussed the nature of communication by looking at source encoding, channel, receiver/decoding, noise, response/feedback and how they are coordinated to achieve effective communication.

5.0   SUMMARY

Effective communication depends, to a great extent, on our ability to understand the nature of communication. This involves understanding source encoding, channel, receiver/decoding, noise, response/feedback and how they are coordinated to achieve the expected result.

6.0   TUTORMARKED ASSIGNMENT

Enumerate and explain the six elements involved in a communication process.

7.0   REFERENCESFURTHER READING

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UNIT 4   THE   RESPONSE   PROCESS   IN COMMUNICATION

CONTENTS

1.0   INTRODUCTION

In any given communication event or situation such as advertisement, there is always a response process, which is the process the receiver undergoes once he receives a communication message. This response process represents a very significant aspect of developing an effective communication programme. This requires a good understanding of the process which the receiver undergoes in moving toward a specific behaviour such as purchasing a product as well as how a promotional offer can influence consumers' response. In this unit, we shall examine four types of models which depict the various stages that the consumer may pass through from "not being aware" to "actual purchase" of a product.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

*   explain the meaning of process of communication
*   discuss AIDA model
*   explain hierarchy of effects model
*   define and explain innovation and adoption model
*   define and explain information processing model.

3.0   MAIN CONTENT

3.1   The AIDA Model

AIDA is an acronym for Attention**,** Interest, Desire and Action which represent the stages a consumer passes through with a salesperson in the personal selling process or with an advert copy in an advertising process. In simple terms, the salesperson or advertisement copy must first get the attention of the consumer, and then arouse his/her interest. This interest should create a desire and subsequently an action would follow. Action in this process, involves making the customer to make a purchase decision. For the marketer, this stage is very important as well as very difficult.

Every piece of advertising, whether in print, radio, or television, is designed to take the customer through all these stages with the ultimate aim of extracting purchase decision/commitment which should ultimately lead to a purchase action
.
The various stages of the model are further explained thus:

A: This stands for **Attention**, and belongs to the cognitive stage – whereby the consumer is expected to recognise clearly the message being passed at him. In our mediated world, you need to be quick and direct to grab people's attention. Powerful words or pictures tend to catch the reader's eye; make them stop and read what you have to say next. So use them to effect.

I: This stands for **Interest** and it is one of the most challenging stages in the AIDA model. Having got the attention of your target audience, but can you engage with them enough so that they'll want to spend their precious time understanding your message in more detail? That is the purpose of interest. Gaining and retaining the reader's interest is a deeper process than just grabbing their attention. They will give you a little more time to do it, but you must stay focused on their needs. This means helping them to pick out the messages that are relevant to them quickly. So, in writing headlines of advertisements, use bullets and subheadings, and break up the text to make your points stand out.

D: This stands for **Desire** which means the individual is receiving some effect on him due to the message content. The Interest and Desire parts of the AIDA model go hand-in-hand. As communicator (advertiser) is building the reader's interest, he/she is also expected

to help them understand how what they are offering can help them in a real way. The main way of doing this is by appealing to their personal needs and wants.

As www.mindtools.com suggests, rather than simply saying *"Our lunchtime seminar will teach you feedback skills"*, explain to the audience what's in it for them: for instance, "Get what you need from other people, and save time and frustration, by learning how to give them good feedback."

A: This stands for action. At this concluding stage, you need to be very clear about what action you want your readers to take. For example, "visit our experience centre now for more information" rather than just leaving people to work out what to do for themselves, (www.mindtools.com).

3.2   The Hierarchy of Effects Model

This model explains the series of processes by which an advertisement works; it assumes that a consumer passes through a series of steps in sequential order from initial awareness of the existence of a product or service to actual purchase. Under this model, the basic assumption is that advertising effects occur over a period of time. It is necessary to learn that even though advertisements may not lead to immediate purchase decision, it is however, necessary for the subsequent series of effects to occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy.   The hierarchy of effects model has become the foundation for setting objectives and measurement of advertising effect in the industry.

3.3   The Innovation Adoption Model

The innovation adoption model represents the stages a consumer passes through in adopting a new product. According to this model, a potential consumer/adopter must mentally be moved through a series of steps before taking some action. This action involves deciding to adopt a particular product and they include: awareness, interest, evaluation and trial.

3.4   Information Processing Model

This is the fourth and final hierarchy of effects model. The information processing model was developed by William McGuire. It assumes that the receiver in a communication event is an information processor or problem solver. The model suggests that the series of steps a receiver goes through

in being persuaded constitutes a response hierarchy or stages. The stages of this model are similar to the hierarchy of effects sequence, that is: attention and comprehension are similar to awareness and knowledge, while yielding is synonymous with liking.

MODULE 3 DEVELOPING ADVERTISING AND SALES PROMOTION

Unit 1 Overview and Definition of Advertising
Unit 2 Meaning of Sales Promotion
Unit 3 Developing the Advertising Campaign
Unit 4 Media Strategy

UNIT 1 OVERVIEW AND DEFINITION OF ADVERTISING

CONTENTS

1.0 Introduction
2.0 Objectives
3.0 Main Content
      3.1 Early Definition of Advertising
      3.2 Modern Definition of Advertising
      3.3 Elements of the definition
      3.4 Purpose of Advertising
4.0 Conclusion
5.0 Summary
6.0 Tutor-Marked Assignment
7.0 References/Further Reading

1.0 INTRODUCTION

Advertising and sales promotion, to a great degree, influences a great majority of people in the modern world. Organisations, individuals and even governments, have since learnt that the ability to communicate effectively and efficiently with their target audiences is of paramount importance if they would succeed. To initiate and maintain contact with their customers and prospect, organisations use various communication tools.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

•   define advertising as it was done in earlier days
•   discuss advertising in modern terms
•   enumerate the elements of the definition
•   explain the purpose of advertising.

3.0   MAIN CONTENT

3.1   Early Definitions of Advertising

Advertising means different things to different people. The mass media people see advertising from the point of their profession, thus they see it as any paid message intended to sell something. This definition is, however, limited because not all advertisements are paid for. For example, in some countries, the Red Cross and Salvation Army may not pay for their ads.

To the manufacturers of Coca-Cola, one of the oldest brands on earth, advertising is "truth well told". Though vague and idealistic, this definition shows that advertising must be ethical and morally sound (Daramola, 2010:11).

The British Institute of Practitioners in Advertising (BIPA) states that "advertising presents the most persuasive possible selling message to the right prospects at the lowest possible cost."

The American Marketing Association (AMA) states that "advertising is any paid form of non-personal presentation and promotion of ideas, good, or services by an identified sponsor."

In Nigeria, the Advertising Practitioners' Council of Nigeria, (APCON) defines advertising as "a form of communication through the media about products, services or ideas paid for by an identified sponsor."

Be it proposal letters, newspaper ads, event sponsorships, publicity, telemarketing, sales calls, coupons and sweepstakes – they are all generally and commonly referred to by many people as "advertising". But collectively, these various tools are correctly called 'marketing communications.' Advertising is just one of them. It is therefore imperative that we understand clearly what advertising really is.

Advertising and sales promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as drug abuse, HIV aids and Ebola Virus.

Advertising and sales promotion is both a universal phenomenon and a local activity. As a universal or global act, advertising has certain qualities which tend to unite virtually all forms of it and make them essentially one or the same. As a local activity, advertising can be recognised by the very impact it makes on consumers' choice of commodities or goods; or

preference of one candidate over another.   Whether as a global phenomenon or local act, its recognisable attributes include: non-personal message; simplicity; complexity; selling pitch; institution; dynamism; sophistication; controversy; cost and universality.

Advertising is basically a communication activity. Its basic role is to communicate facts and ideas which can help consumers arrive at sensible decision about the products and services they buy.

Although advertising is essentially employed as a commercial tool for private business enterprises, it is also used by the public sector to enlighten the general public about such concerns as sexually transmitted disease (STD), family planning, world hunger, national unity, and ethnic tolerance, among others.

Whether in a controlled state, or a free state, whether it is for commercial purpose or for public service, the purpose of advertising is basically the same – to communicate facts and ideas in order to achieve a particular objective. To better appreciate these two concepts, we are going to explain them one after the other and thereafter discuss how they are used collectively to drive marketing objectives for an organisation.

Albert Lasker, the American advertising practitioner, who is regarded as the father of modern adverting, defined advertising as "salesmanship in prints driven by a reason why." That definition was given in the early 20th century long before the advent of radio, television and lately, the Internet – which makes it untenable by today's standards.

3.2   Modern Definition of Advertising

Between the time Lasker gave his definition and now, so much has transpired and changed in the business world, including advertising, which makes that definition no longer applicable. Hence, more comprehensive and contemporary definitions are provided for better understanding of the subject.

For instance, for journalists, advertising is simply a communication, public relations or persuasion process, while business people see it as a marketing process. On the other hand, economists and sociologists tend to focus on its economic and societal or ethical significance, while some consumers might define it as a nuisance. For a functional definition of advertising, let us consider the following:

"Advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media."

This definition contains some key elements that need to be properly analysed.

3.3   Elements of the Definition

The elements of the definition include:

i.   Advertising as communication: it is a structured form of applied communication which could be both verbal and non-verbal in nature.

ii.   Typically directed at groups: It is not at individuals. For this reason, it is said to be non-personal or mass communication.

iii.   Paid for: This means that   most advertising is paid for by the sponsor, except for some cases of public service. Most of the advertisements we see, read or hear in Nigeria are paid for by their sponsors. There are, however, some categories of advertising that the sponsor may not pay for. In the US, The American Red Cross, United Way, and American Cancer Society, are among such category whose public service messages are usually carried free of charge in the media.

iv.   In some occasions, when the Nigerian Cancer Society, Kanu Nwankwo Heart Foundation or a school's alumni association mounts a campaign/poster on an organisation's bulletin board promoting a particular course, that space is often not paid for - even though it is an advertisement, it is structured, non-personal and persuasive communication. For this and some other reasons, we may say that not all ads are paid for.

v.   Ads are persuasive: This signifies that ads are intended to win converts to either product, service or ideas. However, some ads such as legal notice are merely intended to inform, not to persuade. As long as they satisfy all other requirements of the definition, they are considered as adverts.

vi.   Apart from being a means of promoting tangible goods, such as electronic gadgets, beverages or clothing, advertising helps to publicise the intangible services of banks, insurance companies, or telecommunication companies. Besides, advertising is used to advocate a good number of ideas which could be economic, political, religious or social.

vii.   Advertising identifies its sponsor: This is another key element of the definition and it means that he who pays for the advertisement must be

viii.   identified. This is perhaps one major difference between advertising and public relations. In public relations, some activities like publicity are not openly paid for even though they are intended to achieve the same effects as an advert.

ix.   Finally, advertising reaches us through a channel known as medium. An advert

x.   medium could be newspaper, radio, magazine, television or the Internet, among others. An advertising medium is any paid means used to present an advert message to its target audience.

xi.   Typically, adverts are known to use the traditional mass media – (newspaper, magazine, radio, television, billboard, etc) to convey their messages to the target audiences. However, over the years, there have emerged other non-conventional media (addressable media) made possible by technology (Arens 1999); for example, direct mail, interactive media, like the Internet and other varieties of non-traditional media.

3.4   Purpose of Advertising

The purpose of advertising depends on whether you are a consumer or a marketer of the product. For the marketer/advertiser or product owner, advertising helps to sell products, build the company and brand reputation. On the other hand, for the consumer, advertising helps to identify the meaning and role of products by providing information about available brands, companies and organisations. It also provides information on the prices, where the product can be found and what the consumer stands to benefit by buying/consuming the brand.

The central purpose of advertising is to make sales. But it goes beyond that. To achieve this underlying purpose of advertising, certain things are required. There are a series of responses (actions) which we discussed in unit 4 above, on the part of the consumer (target audience) that if those actions are successful, they are expected to lead to the ultimate sales. Because advertisement is a form of communication, these series of actions are expected to occur before communication, i.e. advertisement, can be said to have occurred.

In a nutshell, for any persuasive message (advert) to be successful, the message must be presented to the target audience; the target audience must then pay attention to the message; again, it is necessary for them to

comprehend the message; then they must yield to the argument being put forward; if they are not taking immediate steps, they must be able to retain the message; finally, the target audience will behave as intended by the message.

In summary, advertising practitioners say that the function of advertising can be captured under four actions/things which appear to be an abridged form of the above. According to Clyde Bedell, these are:

1.   To grab Attention   A
2.   To raise Interest   I
3.   To generate Desire or Create conviction   D
4.   To push for Action   A

Another advertising creative man, Victor Schwab, (1962) says there are five fundamentals in the writing of a good advertisement:

1.   Get attention
2.   Show people an advantage
3.   Prove it
4.   Persuade people to grasp this advantage
5.   Ask for action

A good advertisement, whether run on print, broadcast or Internet should be able to achieve the above purposes for it to be considered successful.

SELF-ASSESSMENT EXERCISE

Define advertising as an economic and social activity.

4.0   CONCLUSION

We have discussed the various ways advertising was defined in early times and in the modern era. The purpose of advertising, however, is to inform and create demand for products. A good ad, whether on print or electronic, should be able to achieve its purpose.

5.0   SUMMARY

Since its inception, advertising has proved to be progressively important in the marketing of goods and services. This purpose has not been diminished by the passage of time.

6.0   TUTOR-MARKED ASSIGMENT

1.   Give two possible modern definitions of advertising. Is Lasker's definition of advertising relevant in today's advertising and business world? Explain.
2.   To be successful, what stages must an advert message pass through within the consumer's mind?

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UNIT 2   THE MEANING OF SALES PROMOTION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Definition of Sales Promotions
        3.2   Purposes of Sales Promotion
        3.3   Strengths and Weaknesses of Sales Promotion
        3.4   Types of Sales Promotion
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

Sales promotion is the second element of the marketing communication mix. It was originally used as a support tool that was seen as less important than advertising and personal selling. However, over the years, this view has become invalid as it has been proved that sales promotion can support or complement other marketing communication tools and in some cases, even stand as the main marketing tool.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

•   define sales promotion
•   explain purpose of sales promotion
•   state the strengths and weaknesses of sales promotion
•   list and explain types of sales promotion.

3.0   MAIN CONTENT

3.1   Definition of Sales Promotion

The Council of Sales Promotion Agencies defines sales promotion as a marketing communication tool that offers sales-related incentives to generate a specific, measurable action or response for a product or service (Burnett and Moriarty, 1998). Another definition of sales promotion says,

"sales promotion is a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale (Belch & Belch, 2007: 495). Some targets of sales promotion may include: retailers, wholesalers, distributors and brokers in the distribution channels. The trade audience can also refer to the sales force and other employees. To better understand sales promotion, it is important to consider those things that sales promotion is meant to achieve, as well as its strengths and weaknesses.

3.2   Purpose of Sales Promotion

Sales promotion is usually undertaken to stimulate immediate action.
Sales promotion is used in situations where the company offers the consumer and trade members (such as sales staff, resellers) an "extra incentive" to act. In this regard, sales promotion stimulates sales by offering an extra, short-term incentive to motivate or induce action from the target audience. In most cases, this extra incentive can be in form of price reduction, offered in the form of additional product cash, prizes, premiums among others. Buy One Get One Free (BOGOF) is a common type of sales promotion used by some telecommunications companies in Nigeria such as MTN, Airtel, Etisalat, and Globacom particularly at the inception of GSM operations in Nigeria.

In essence, sales promotion works in the following ways:

i.   Through sales promotion consumers are offered an inducement/motivation/incentive to buy.
ii.   The marketer makes the product more valuable by increasing the value, lowering the price or both.
iii.   It can lead to trial use. Sales promotion can prompt consumers who do not know about the product to begin to try it.
iv.   Sales promotion can lead to repeat purchase of a product by inducing the consumers to buy again and again.
v.   Promotional offers can make some people to engage in unplanned purchases.

3.3   Strengths and Weaknesses of Sales Promotion

By adopting sales promotion tool, a company can accomplish certain communication goals that other elements in the marketing communication mix cannot achieve. Some of the key strengths of sales promotion include:

i.   Turnaround of sales trend in the short term.
ii.   Help to introduce a new product.
iii.   Help to reinforce advertising images and messages.
iv.   Create positive brand experiences among buyers.

On the other hand, some of the weaknesses of sales promotion include:

i.   Sales promotion cannot create a brand's image.
ii.   It cannot change negative attitudes towards a product.
iii.   It cannot reverse a long-term declining sales trend.

SELF-ASSESSMENT EXERCISE

Mention some of the weaknesses and strengths of sales promotion as discussed in this unit.

4.0   CONCLUSION

We have discussed sales promotion, zeroing in on the definition, purpose, as well as the strengths and weaknesses. We are convinced of the important role this element of the promotional mix plays in the marketing communication industry.

5.0   SUMMARY

Sales promotion has developed from a mere marketing support tool to become a main marketing tool. Its purpose is chiefly to stimulate immediate purchase action. There are many strong points of sales promotion; however, experts have also noted some of its draw backs as a marketing tool.

6.0   TUTOR-MARKED ASSIGNMENT

Explain with local examples the assertion that sales promotion's key role is to stimulate immediate action.

7.0   REFERENCES/FURTHER READING

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UNIT 3   TYPES OF SALES PROMOTION

CONTENTS

1.0   Introduction
2.0   Objectives
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         3.1   Consumer-Oriented Sales Promotion
         3.2   Trade-Oriented Sales Promotion
         3.3   Tools of Trade-Oriented Sales Promotion
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assessment
7.0   References/Further Reading

1.0   INTRODUCTION

Sales promotion as we have learnt is very important to the success of any marketing communication programme. There are, however, some major categories of sales promotion and we will do well to understand them and how they work. The two types of sales promotion are: Consumer-oriented sales promotion and trade-oriented sales promotion. Each of these categories is related to the key audience which the promotion is targeting at the point as we shall discover as consider each of them in detail.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- identify and clearly explain consumer-oriented sales promotion
- identify and explain trade-oriented sales promotion
- explain the various tools of trade-oriented sales promotion.

3.0   MAIN CONTENT

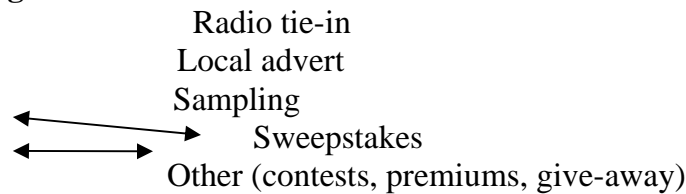## 3.1   Consumer-Oriented Sales Promotion

As earlier indicated this type of promotion targets the consumer and tries to induce him/her to make more purchases than he/she was wont to. Activities/techniques of consumer-oriented sales promotion include:

a)   sampling
b)   couponing
c)   premiums
d)   contests and sweepstakes
e)   refunds and rebates
f)   bonus packs
g)   price-offs
h)   frequency programmes
i)   event marketing, among others.

By using these tactics, the marketer targets the final consumer to induce him/her to purchase the brand being promoted.
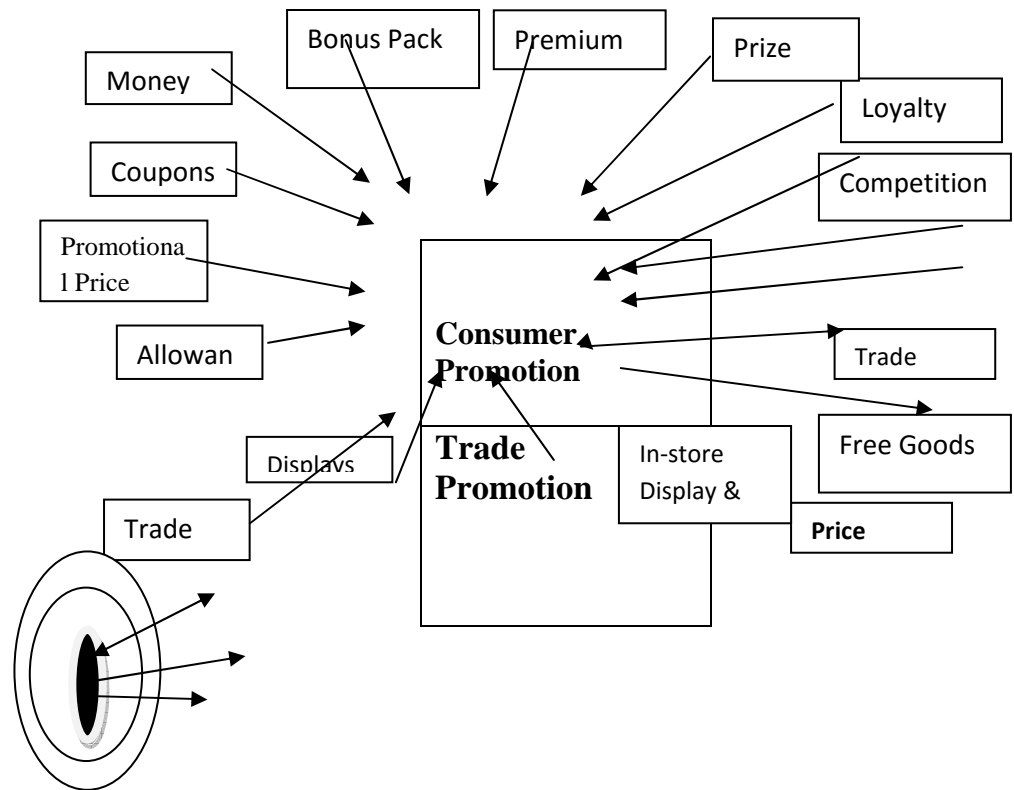
Fig.3: Consumer-oriented and Trade-oriented sales Promotions Sampling the Crowd

        Radio tie-in
        Local advert
        Sampling
                Sweepstakes
        Other (contests, premiums, give-away)

Fig. 4: Consumer-Oriented Sales Promotion

Evaluating Sales Promotion

Every promotional activity is aimed at achieving certain set objectives as determined by the organisation. It is necessary to institute a process of knowing the extent to which the set objectives have been achieved. That process is known as evaluation.

The evaluation process is conducted through mainly research. There are two types of research that can be used to evaluate sales promotion.

1. Pre-testing research
2. Post-testing research

Pre-Testing Research

This is used to select, from a number of alternative promotional concepts, the most likely effective in achieving objectives.

In pre-testing research, there are three major methods:

i. Hall tests
ii. Group discussion
iii. Experimentation

We shall now look at the second leg of the sales promotion, known as trade promotion, to enable us fully understand the concept of sales promotion as it applies to marketing communication.

3.2 Trade-Oriented Sales Promotion

The second category of sales promotion is known as trade-oriented sales promotion. As the name implies, this is a type of sales promotion usually targeted at trade – wholesalers, distributors, retailers, etc.

As mentioned earlier, trade-oriented sales promotion is the type of promotion targeted to the intermediaries - the wholesalers, distributors and retailers. Such promotion is usually aimed at encouraging them to buy more stock from the manufacturer/advertiser/promoter as the case may be, thus helping them to empty their warehouse.

Objectives of trade-oriented sales promotion

Most trade-oriented sales promotions are targeted to the wholesalers and retailers. The objectives include:

1.   To obtain distribution for new products: When manufacturers launch new products, they often use sales promotion to induce supermarkets and retail shop owners to give their products some shelf space and to achieve this, they provide them with incentives.

2.   To obtain their support for new products: Mature products that are experiencing low patronage are supported by trade-oriented sales promotion.

3.   To encourage retailers to display established brands: To display goods in a store is a good way to promote that brand, so manufacturers use trade incentives to induce them to give retail store space for the display to enable shoppers see the goods on first sight. This is because most purchase decisions are made right in the store.

To build retail inventories (Belch & Belch): This is a way of making sure that retailers are loaded with goods at all times rather than the manufacturer stocking it in the warehouse. By so doing, the manufacture does not have to store the goods in his own warehouse. It also ensures that the retailers do not run out of stock midway.

3.3   Tools of Trade-Oriented Sales Promotion

After we have seen the reasons for trade-oriented sales promotion, we now turn to discuss some of the tools that manufacturers use to accomplish their promotion.

The different tools include:

1.   Contests and incentives
2.   Trade allowance
3.   Display and point-of-purchase materials
4.   Sales training programme
5.   Trade shows
6.   Cooperative advertising

We shall now look at them in some detail.

Contests and incentives
Contests and incentives are usually directed to the sales personnel of wholesalers or distributors. Manufacturers offer prizes such as trips or valuable merchandise as reward for meeting sales target. It can also be in cash, known as **push money** or **spiffs** which are paid directly to the wholesaler's or retailer's personnel to encourage them to promote a particular manufacturer's products. This technique though good for the

manufacturer and the staff recipients, it can, however, be a source of conflict between the retail sales personnel and the management.

Trade allowance

Trade allowance means the discount or deal offered to retailers or wholesalers to encourage them to stock promote or display the manufacturer's goods. Some of the allowances include;

i.   Buying allowance: A kind of deal or discount offered to resellers in the form of a price reduction on merchandise ordered during a period. It can be in form of free goods or off-invoice allowance; (off-invoice is a certain percentage being deducted from invoice).
ii.   Promotional allowances: Usually a fixed amount per case or percentage deduction from the list price for goods ordered during the promotional period.
iii.   Slotting allowances: This is also known as stocking allowances, introductory allowances or street money. These are fees which retailers charge for providing a slot or position to accommodate the new product on their shelves.

Displays and point of purchase materials
These are the various promotional materials used to display and sell products at a store. Marketers value this so much as it is used to get the attention of customers at the stores.

Sales training programmes
Usually these are a form of promotional assistance for reseller personnel, to update them with the knowledge of the features, benefits, and advantages of various brands. The training can be in form of classes or training sessions where information on the goods is provided.

Trade shows
Trade shows are a forum where manufacturers can display their products to current and prospective buyers as well as interact with them. Trade shows are a very important activity targeted to resellers. In Nigeria, the various chambers of commerce in various states organise annual trade fairs where manufacturers and other major stakeholders gather to showcase their wares to interested audience.

Cooperative advertising

Cooperative advertising occurs where the advertising cost is shared by more than one party. There are three types:

i.   Horizontal cooperative advertising: this is sponsored by a group of retailers providing products to the market.

ii.   Ingredient-sponsored cooperative advertising: This is supported by manufacturers to help establish end products.

iii.   Vertical cooperative advertising: Here a manufacturer pays for a portion of the advertisement that a retailer runs in order to promote the product in the retailer's shop. This is the form that is trade-oriented among the three listed above.

SELF-ASSESSMENT EXERCISE

Discuss with relevant examples the various tools of trade-oriented sales promotion.

4.0 CONCLUSION

In this unit, we have understood that trade-oriented sales promotion is usually targeted to the intermediaries – wholesalers, distributors and retailers. The main reason for trade-oriented sales promotion include to encourage them to stock more goods, to support and promote new goods and mature ones and to enable them increase sales generally. To achieve all these, the manufacturer targets the key people that are involved within the chain and offer some incentives and rewards to act as encouragement.

5.0 SUMMARY

We have discussed the reasons why manufacturers direct their sales promotion to the intermediaries: The wholesalers, the distributors and retailers – because of the central role they play between the manufacturer and the end users.

6.0 TUTOR-MARKED ASSIGNMENT

1.   What do you understand by Trade-oriented sales promotion?
2.   Outline and discuss the objective of trade-oriented sales promotion.

7.0 REFERENCES/FURTHER READING

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**UNIT 4   MEDIA   PLANNING   AND   STRATEGY
           DEVELOPMENT**

CONTENTS

1.0   INTRODUCTION

To understand the key terms used in media planning; to know how a media plan is developed; to know the process of developing and implementing media strategies and to be familiar with sources of media information as well as characteristics of media. Before recently, media planning used to be a department within the advertising agency performing both planning and, buying and placing of adverts for their clients. However, in recent times, the service has grown to a great extent that specialist agencies have emerged to undertake specific function of planning, buying and placing. As a separate function, the service is gaining popularity and self-sustaining because of its added value in the estimation of the clients that patronise them. Today in Nigeria, there is an association of independent media planners whose membership is growing in leaps and bounds. One of the key strengths of the specialist agencies is their ability to reduce the cost of media space and time by advance and bulk booking.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

•   define media plan
•   explain meaning of media objectives
•   explain how to implement media strategies.

3.0 MAIN CONTENT

3.1 Understanding Media Plan

Media plan can be defined as the various ideas and decisions necessary for delivering the promotional message to the prospective user of the brand or product. It is a process which involves various types of decisions; these decisions are usually not cast in stone as they may change or be abandoned as the plan develops.

The media plan is usually a guide to enable the planners and users to make the best selection of available media within budget constraints.

The Requirements for a Media Plan
A good media plan requires the following:

1. Setting media objective: Here, it is necessary to begin with the question: what do we want to achieve? To answer this question is to design a media objective. This requires developing specific media objectives and specific media strategies (plans of action) designed to achieve these objectives.

2. The Medium: Another factor to consider in developing the media plan is the medium to be used to deliver the message. This can be termed as the general category of delivery systems for the promotional messages. These include: broadcast media (such as TV and radio), print media (such as newspapers and magazines), outdoor (such as billboards) and other support media. Note that **media vehicle** refers to the specific carrier within a medium category. For instance, *ThisDay* and *The Sun* are print vehicles while *Channels News at 10 PM* and *Sunrise on Channels* are broadcast vehicles. Each vehicle/medium has specific characteristics and relative advantages. It is the duty of the planner to consider these factors before making a decision which of them to choose.

3. Reach: This refers to the number of different audience members that are exposed at least once to a media vehicle in a given period of time.

Within the term 'reach', there is another term known as 'coverage' which refers to the potential audience that might be exposed to the message via the vehicle. While coverage refers to potential audience, reach refers to the

actual audience delivered. Frequency refers to the number of times the receiver is exposed to the media vehicle in a specific period.

SELF-ASSESSMENT EXERCISE

What do you understand by the term media plan? Who prepares the media plan and what elements are required in a media plan?

3.2   Developing the Media Plan

The media plan determines the best way to get the advertiser's message to the market. It's goal is basically to find that mix of media that would enable the marketer/producer/advertiser to communicate the message in the most effective manner to the largest number of potential customers at the most effective cost.

The process of developing a media plan involves the following:

1.   Market analysis
2.   Establishment of media objectives
3.   Media strategy development and implementation
4.   Evaluation and follow-up

Market Analysis
In the development of media plan, a market analysis involves the review of internal and external factors in relation to the media. It involves asking the following key questions:

1)   To whom shall we advertise, (i.e. who is the target market)?
2)   What internal factors (for instance, size of the media budget or managerial and administrative capacity)
3)   What external factors (such as rising cost of media buying and other competitive factors) may influence the media?
4)   Where to promote our products (geographical considerations – north, south, east, west, etc) and
5)   When shall we focus our efforts (what time of the year, what season, etc.)?

In many cases, the situation analysis can lead to a number of target markets which helps to decide which specific groups to focus. It is important, however, for the media planner (the executive in charge of putting the media plan together at the advertising agency side), to work closely with the client, account representative, market department and creative directors

in order to decide which specific groups to go after. There are so many factors that can assist the media planner to make these decisions. In most cases, a proper primary research is required and in some cases, secondary sources would be sufficient.

3.3   Establishing Media Objectives

Media objectives are designed to assist the media planner to help to attain the larger communication and marketing objectives. In specific terms, media objectives are the goals set for the media programme and should be limited to those that can be accomplished through media strategies.

Media objectives should always be as specific as possible. It can follow the rule of the thumb known generally as SMART (Specific, Measurable, Achievable, Realistic and Timely). For instance the media objective for Maltina (NB Plc, Nigeria) brand of soft drinks can look like this:

Create awareness in the target market through the following:

i.   Use broadcast media to provide coverage of 70 per cent of the target market over a three-month period.
ii.   Reach 45 per cent of the target audience at least four times in the period.
iii.   Concentrate advertising during early Christmas period (November-January) and reduce emphasis from February/March the next year. This will be followed with explicit rationale for each of the key decisions made above.

In this example, the objective is measurable – (provide 70% coverage); it is measurable – (when you cover 70%, reach 45 %); it is also achievable (the whole activity is not too heavy for the organisation to achieve); it is also realistic (it does not sound like a story from the blues) and it is timely (a three month campaign with emphasis around February and March the following year).

3.4   Developing and Implementing Media Strategies

The next stage after deciding what is to be accomplished under media objective is to determine how to go about doing those identified actions. The media planner, as usual, makes these decisions regarding:

1.   The media mix
2.   Target market coverage
3.   Geographic coverage
4.   Scheduling
5.   Reach versus frequency
6.   Creative aspects and mood
7.   Flexibility
8.   Budgeting

Some of the above would now be discussed in brief.

The media mix
Media mix means the combination of various media categories and media vehicles that can best deliver the client's message to the largest audience at the lowest possible cost. There are usually a wide variety of media categories and media vehicles to choose from. At any point in time only one medium may be employed. At some other time, a number of alternatives may be necessary. To decide which medium or media vehicles or combination of them to be used, some factors need to be considered. The factors to be considered include:

•   objectives sought
•   characteristics of the product or service
•   size of the budget
•   individual preferences among other considerations.

To explain further, assume that a promotional situation requires some part be visually demonstrated in order to achieve an effective communication. In this case, TV may be the most appropriate medium in order to achieve success in communication. On the other hand, if a telephone company wants to promote a ring tone, radio may be the best while newspaper would be most preferable if the promotional strategy calls for coupons to stimulate trials.

By combining media, i.e. TV, radio, print etc an advertiser stands to increase coverage, reach and frequency which may not be achieved with a single medium. Ultimately, by employing a mix of media, advertisers can add more versatility to their media strategies, because each medium will then be contributing its own unique attribute. It is, however, important to add that the more media channels are brought into the mix, the more likely the cost of the entire campaign. Therefore, budget must be a major consideration.

Target market coverage
Part of the goals of media strategy planning is to determine which target markets should receive the most emphasis. Developing media strategies involves matching media and market.

4.0   CONCLUSION

Media planning is an integral part of advertising in particular and communication in general. The various components of media planning are discussed and the implementation framework also given. It has been established that by combining a mix of media cost-effectively, advertisers or communicators can actually add versatility to their media strategies thereby enhancing the company's presence in the market place.

5.0   SUMMARY

Advertising is incomplete without a properly articulated media plan. This is a very important part of advertising and it demands a professional handling. No wonder that these days there are so many media specialist agencies focusing on media planning and buying for clients. This is to underline the importance of this role in the communication process.

6.0   TUTOR-MARKED ASSIGNMNET

Enumerate and discuss the decision points for a media strategy.

7.0   REFERENCES/FURTHER READING

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MODULE 4   APPRAISAL AND REGULATION OF ADVERTISING

Unit 1   Social Effects of Advertising
Unit 2   Ethical Criticisms of Advertising
Unit 3   Economic Impact of Advertising
Unit 4   Regulation in Advertising and Sales Promotion

UNIT 1   SOCIAL EFFECTS OF ADVERTISING

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              3.1.1 How Advertisers Cause Mistrust Among Consumers
       3.2   Advertising is Manipulative
       3.3   Advertising is Intrusive
       3.4   Advertising Affects Children
4.0   Conclusion
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1.0   Tutor-Marked Assessment
7.0   References/Further Reading

1.0   INTRODUCTION

Much as advertising is known to perform many functions both for the advertiser and the consumer, there are also many criticisms against advertising. Some of these include criticism that adverts are misleading or untruthful and as such it deceives consumers. Proponents of advertising, however, have also countered the accusation of deception leveled against it with a number of reasons as we will see in this unit.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

* explain the various effects of advertising
* discuss how deception can occur
* identify deception in advertisements
* give reasons why advertising affects children.

3.0   MAIN CONTENT

3.1   Untruthfulness or Deceptive Nature of Adverts

Many criticisms have been leveled against advertisement but one of the major ones is that many adverts are misleading and full of untrue and half-truth information. Because of these criticisms that advertisements are deceptive, a lot of people tend to disbelieve advertising. Many studies conducted in especially in the United States, showed that consumers felt that less than 2.5 per cent of television commercials are honest and believable (Banwan M., 2007).

Similarly, many other researches have been conducted to determine the attitude of the general public to advertisement. In one of such researches, Sharitt, Pamella Lowry and James Haefrer conducted a major national survey of more than 1,000 and found that Americans do not trust ads except when such ads focus on their actual purchase decisions. The research further found out that consumers tend to disbelieve advertisement but tend to rely or trust word of month from friends or families as the trusted source of information (Belch and Belch).

3.1.1 How Advertisers Cause Mistrust Among Consumers

Some of the ways advertisers have succeeded in putting mistrust in the minds of consumers include making out false or misleading claims, or failure to award prizes that have been promoted/and won in a contest. It has been said by critics that advertisers should endeavour to have reasonable basis for claim about their product. In fact some argue that advertisers should do well to provide evidence to support their claim. Many believe that much of the claims of untruthfulness or deceptions usually occur with smaller companies.

It is claimed, however, that most advert messages are not designed with the intention to deceive or mislead consumers as these practices are clearly unethical. Several attempts have been made to control or regulate deceptive advertising.

3.2   Advertising is Manipulative

Critics charge that advertising creates unrealistic ideals about appearance and social identity and by so doing influences buyer behaviour.

On the other hand, advertisers themselves also reason that if it is so easy to manipulate people into buying what they do not want, why then do some products still fail in the market place? They conclude that instead of being manipulated, consumers indeed have control over the market place by the choices they make (Bearden, Ingran, Lafforge, 2007:410).

3.3   Advertising is Intrusive

Intrusion in this context means that advertising messages are thrown to people from all angles whether they want it or not, whether they like it or not. It tends to threaten consumers' privacy as they have no choice of when, how or where the advert will meet them.

Advertisers, however, claim that the market place is so cluttered with advertising message, that no single advert has the ability to influence consumers. In Nigeria, there have been so many issues of unsolicited, most times, irritating SMS and e-mail advertising messages from companies promoting their business to the consumers.

There is a need for government to intervene to control the **s**pate of unsolicited adverts and the tendency of advertisers to invade consumers' privacies.

Using advertising for harmful products
In many countries, cigarettes and alcohol are considered harmful and in fact are outlawed from being agency advertised; therefore using advertising to market such products is frequently attacked by critics. While regulation exists in some places about sale, advert and use of these types of products, there is still need for stricter regulation.

In fact where there are no regulations or regulation are merely loose, tobacco and alcohol are usually portrayed as glamorous, exciting outdoor activities. In Nigeria, sale and advertising of cigarettes have since been outlawed; hence the dealers have resorted to below-the-line strategies to promote the business.

SELF-ASSESSMENT EXERCISE

Explain three reasons why critics kick against advertising.

3.4   Advertising Affects Children

It is common knowledge that children influence their parent's decision significantly hence advertisers cash in on this strong/weak points. There are three key concerns about advertising to children (LaForge *et al*. 2007). These include:

i.   Children's inability to understand that advertising is intended to persuade.
ii.   The nutritional value of some kind of foods such as candy, ice cream, soft drink, marketed to children is not healthy for them.

The influence of advertising on children's demands from parents for advertised products.

Opponents of this however counter each of the above concerns as follows:

i.   That parents are better positioned to help their children interpret information, (including ads) to make useful decisions.
ii.   Children know that fruits and vegetables are more nutritious than sugared foods, and therefore should decide which to go for.
iii.   Banning advertisement to children is a direct attack on freedom of speech and freedom of communication.

4.0   CONCLUSION

Advertising may be a good way of passing information to consumers about new or existing products and services. It is however known to cause both intended and unintended problems for the society, especially in terms of creating unwanted desire in consumers and focusing on the most vulnerable members of the society. Despite the criticism against advertising, its role in the social system remains very critical.

5.0   SUMMARY

Many of the social effects of advertising have been highlighted and discussed. These include: advertising is misleading because it is full of untruths; it is manipulative as it makes people buy what they do not want; advertising is intrusive as it invades people's privacy and advertising is harmful to children. However, practitioners have their defences also which include that the market place is so clustered that no single message has the ability to influence consumers.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain the main criticisms of advertisement.
2. Advertising may be useful to the society but the social impact can be very disturbing especially as regards children. Explain.

7.0 REFERENCES/FURTHER READING

Belch, G. E. & Belch, M. A. (2007). *Advertising and Promotion an Integrated Marketing Communication.* New York: McGraw-Hill.

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UNIT 2   ETHICAL CRITICISMS OF ADVERTISING

CONTENTS

1.0   INTRODUCTION

In addition to the concerns earlier shared about advertising in the society, there are yet other major criticisms of advertising. These include: its effect/impact on ethical values. This impact on values comes in several ways but at the end of it, the commonest concerns include the following: materialism, stereotyping, advertising in bad taste, advertising as offensive or in bad taste, how it can affect the media, as well as advertising encourages stereotyping.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

* explain how advertising causes materialism
* explain how advertising is offensive or in bad taste
* discuss how it leads to stereotyping
* analyse how it can erode the independence of the mass media.

3.0   MAIN CONTENT

3.1   Advertising Causes Materialism

One main concern of critics about advertising effect has to do with its effect on the social-cultural fabrics of the social system. In specific terms, arguments against advertising relates to its social effect, specifically that

advertising causes materialism. Critics are of the view that advertising images have a profound effect on society and values. Materialism, which is preoccupation with material things, leads many people to want and in fact, go for such things as luxury cars, expensive electronics or other luxurious consumer items like wrist watches which they really do not need. In this way advertising promotes and encourages the wrong values in the society.

Another criticism is that advertising has the tendency to work on human foibles such as the need to belong and achieve status in the society. By using status symbol (emotive) appeals to market a car, rather than its functional appeal, the impression is given that people should be judged based on what they own – the car they drive, watch they wear, etc, rather than who they really are – character, professionalism, integrity, family men, etc.

SELF-ASSESSMENT EXERCISE

How does advertising cause materialism among the people?

The Counter Argument
The above argument is however countered by supporters of advertisement who argue that the urge to belong or assume a social status is not human frailty but simply basic psychological characteristics of human beings. They also argue that even in societies not exposed to advertisement, the issue of acquiring social status symbol is practiced. For example, in some African localities the possession or ownership of a number of cows could determine a man's status in the locality (David Jobber, 2007).

3.2   Advertising as Offensive or in Bad Taste

Many consumers complain about the ethical dimension of advertising. They say that adverts are rather offensive, tasteless, irritating, boring obnoxious and so on. Researchers have studied consumers' reaction to advertisement content and discovered that half of the respondents have that same view of advertising, while some feel that advertising insults their intelligence and that many of such adverts are in poor taste as many of them use explicitly provocative costumes to deliver their campaign messages (Shavitt *et al*. 2004). These studies also indicate that consumers consider some advertisements as insulting and some in bad taste.

One way advertising can be of bad taste to consumers is when products such as contraceptives or personal hygiene are advertised. For instance in the US, most

media houses did not accept condom ads until the crisis forced them to do so, (Belch and Belch, 2007).

Another way in which advertisement can offend consumers is by the type of appeal or the manner of presentation. Many consumers consider adverts that are anchored on fear as being offensive. Such adverts are said to exploit consumers' anxieties, or fear of social rejection to sell their products.
The advertising appeals which have been most condemned are those that use sex appeal or nudity. These techniques are often employed to 'grab' consumers' attention and many cases may not be appropriate or even related to the product being advertised. One key criticism of sexually explicit advertisement is that they can demean women and even men, by depicting them as sex objects.

3.3   Advertising and Stereotyping

The way and manner certain groups or races of people are portrayed in advertising is known as stereotyping - women, children, ethnic minorities and some less privileged. Advertisers are criticised for perpetuating certain stereotypes about these groups and classes of people. Many times, advertising portrays women as being more often preoccupied with little things like beauty, entertainment, and motherhoods. Sometimes, advertisements portray women as decorative, attractive bets and sexually provocative figures. Such ways of portraying women does not allow for the recognition of women as intellectuals and professionals. This stereotype has continued to prevail over time without any sign of abetting, even with the clear changing role of women in many societies worldwide. As some researches in this direction has shown, it is said that adult women in US television adverts are portrayed as passive, indifferent, lacking in intelligence and credibility. On the other hand, their men counterparts have been shown to be constructive, powerful autonomous and achievement driven (Belch and Belch, 2007). The same criticism against stereotyping women is also said to be observed in many adverts targeted at children.

3.4   Advertising can Erode the Independence of the Media

The role of advertising in funding the media has fueled the concern that advertisers may be directly or indirectly influencing and in fact controlling the media. One of the commonly known charges against the media is economic censorship whereby the media deliberately avoids certain news topics or even presents a one-sided view of the news, in difference to advertisers' demand. Many have argued that the media's dependence on advertisement makes them susceptible to influence from the advertisers. This could also be in form of control to the extent of influencing their editorial content. This charge however, has been contested by media houses

who argue that it is in their (media's) best interest not to be influenced too much by advertisers. They argue that news media flourish on their fairness and objectivity which the public (media consumers) are attracted to and any attempt by the media to waste this goodwill by way of biased reporting could have a damning consequence on their own business.

4.0 CONCLUSION

The social and cultural impacts of advertising appear to be a part of the advertising phenomenon. As long as much of what is portrayed in the media is a reflection of the society, not much can be done to stop them. However, going by numerous campaign and actions going in especially in developed countries, the stereotyping concern may begin to receive the attention concerning the media and advertising. There have been arguments for and against advertiser control of the media – an argument that may see no victor nor vanquished in the near future.

5.0 SUMMARY

The social and cultural impacts of advertising on the media have received a major criticism and going by the various argument for and against it, it may be long before the society would have a sigh of relief if any.

6.0 TUTOR–MARKED ASSIGNMENT

Critically examine the arguments and counter argument about advertising impact on the independence of the media.

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UNIT 3   ECONOMIC IMPACT OF ADVERTISING

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
          3.1   Effects on Consumer Choice
          3.2   Impact on Competition
          3.3   Influence on Product Costs and Prices
4.0   Conclusion
5.0   Summary
6.0   Tutor – Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

Apart from ethical concern of advertising, other concerns that have been raised are economic in nature. These relate to how advertising affects consumer's choice of products; how it impacts on competition and how it influences product costs and prizes.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain the various roles advertising plays
- explain how they impact on the economic system of a society
- describe advertising effect on competition.

3.0   MAIN CONTENT

3.1   Effects on Consumer Choice

Advertising facilitates the exchange of goods and services, entry of new products into the market, leads to economies of scale. On the other hand, it is argued that the key function of advertising which is informative has been abandoned and rather it now adds to the cost of goods to the consumer among others. In considering the economic effects of advertising we look at it from three perspectives.

Because not all goods/brands are advertised in the media, critics charge that the few ones that are advertised are forced down our throats by the powerful advertised brands. Consequently consumers' choices are limited to the advertised brands only.

There is the argument that advertising creates **differentiation.** This is a situation where a product is perceived as unique or better than the substitutes. Through this, advertisers gain control of the market share, often at the expense of smaller brands. Large firms spend hugely on advertising and consequently charge premium (high) prices and become the dominant players while smaller firms that cannot compete against them buckle under that weight. When this occurs, advertising helps to restrict consumer choices to just the few heavily advertised brands which then causes a rise in price. The opportunity to advertise affords companies the incentive to develop new brands and improve their existing ones.

3.2   Effects on Competition

There is a concern among economists about advertising as having the power to affect competition negatively. The concern is that if power is concentrated in the hands of large firms with huge budget, the tendency will be for them to introduce heavy advert budget which in turn will create a barrier to entry, making it difficult for new firms to come in. Ultimately the result is less competition which drives prices up. An argument of economists is that smaller firms in the market are unable to compete against the other big budget advertisers. This situation is not good for the economy and consumers as well as other upcoming businesses.

3.3   Effects on Product Costs and Prices

The influence of advertising on the price and cost of a product has been a major debate among advertisers, economists, consumer advocates and policy makers. Many critics argue that because of the huge expenditure on advertisement, the advertisers must recoup this money hence they sell at a high cost.

Another way advertising leads to higher prices is by driving for differentiation and thus adding to the perceived value of the product. Differentiation occurs when marketers use different marketing techniques to build a special image around their brands to make them stand out and look 'different' from others. This is done by creating an image of 'high quality' and 'good reputation' which may not be entirely true. Critics always point to the differences in prices of goods between **national brands**

and **private label brands**. They describe as wasteful and irrational how individual consumers are always ready to pay more for heavily advertised brands than non-advertised brand. They argue that advertising only increases the 'perceived' value in the consumers' minds through 'product differentiation'. This altogether increases the prices of the brand. For instance, consumers' request for expensive brand-name, highly advertised phones and tablet PCs over lower priced generic ones, is as a result of advertising.

But why do consumers buy goods?
Having said these, it is necessary to note that not in all cases that buyers and consumers buy for rational or functional reasons. There is always an emotional, psychological and social benefits derived from purchasing national, well-known brands, and this singular reason, known as emotional appeal, is very important to many people. When this is the case, the prices of such goods/brands are not necessarily a factor to consider but the emotional appeal and fulfillment that the consumer would derive from the brand.

Advertising and Children
One area where advertising effect has attracted much concern is with advertising to children. Considering the fact that television is a powerful medium through which advertisers can easily connect with children, it becomes rather important for us to examine its effect or potential effect on children.

It is estimated that (in the US), children are exposed to the media including TV, video games, the Internet and social media, websites for an average of 5 hours per day, nearly 22 hour of television exposure per week and more than 40,000 commercials a year (Kathleen M., 2005).

It has been argued that directing advertising messages to children is wrong because children particularly young ones are especially vulnerable to advertising. This is so because they lack the experience and knowledge to understand and evaluate critically the purpose of persuasive advertising appeals. Moreover, children lack the capacity to differentiate between an advertisement designed to sell and a regular TV programme and hence they need guidance while consuming the media information.

The counter-claim
However, people with counter claim argue that children of today are remarkably streetwise and can look after themselves (David Jobber, 2007).

They also counter that advertising is part of life and children must learn to deal with it by acquiring skills needed to function in the market place.

4.0   CONCLUSION

Advertising has both positive and negative impact on the society and individuals. This effect depends on who is involved. Those who argue against advertising give reason of its impact in consumer choice, competition, product costs on children. On the other hand, proponents of advertising believe that it is a way of life which has its own good and bad sides. By and large, advertising has become an inseparable part of society with both the good and bad aspects. It is for the society to sieve out the good and hold on to it, while rejecting the bad, where possible.

5.0   SUMMARY

Many people, especially advertising and marketing experts, believe that advertising plays an important role in helping to expand consumer demand for new products and services and in helping product owners to differentiate their brands. In achieving these, however, it has been observed that advertising has a tendency to affect consumer choice, impact on competition as well as product prices. Above all, there are concerns that children are also vulnerable to advertisement. Proponents of advertising however counter the argument by insisting that advertising is not just helpful, but it is a part of life.

6.0   TUTOR-MARKED ASSIGNMENT

Enumerate and explain the economic effects of advertising on the society.

7.0   REFERENCES/FURTHER READING

Jobber, D. (2007). *Principles and Practice of Marketing*. (5th ed.). Glasgow: McGraw-Hill Companies, Inc.

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UNIT 4   REGULATION IN ADVERTISING AND SALES PROMOTION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
      3.1   Self Regulation
      3.2   State Regulation of Advertising
      3.3   Federal Regulation
      3.5   Regulation of other Promotional Areas
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

Regulatory concerns play a major role in decisions preceding the approval or disapproval of many advertising copies. Advertising managers or agency people must review some of the claims made in the commercial in terms of the legal implications, competitor concerns and errors of fact among others. All these are necessary in order to ensure that the company avoids unnecessary legal battles that could cost it much both in term of cash and reputation. Advertising is controlled and regulated at national, state and individual levels to minimise the threat of misleading consumers. In this unit, we will examine the various levels of advertising and sales promotion regulations, including self-regulation, state regulation and federal regulation.

2.0   OBJECTIVES

At the end of this unit, student should be able to:

•   explain the issues involved in self-regulation
•   discuss the meaning of state regulation
•   examine what is involved in federal regulation.

3.0   MAIN CONTENT

3.1   Self-regulation in Advertising

Self-regulation is seen by companies, advertisers, their agencies and the media as a way of adopting voluntary self-regulation to maintain consumer trust and confidence, limit government interference and other unwanted external regulations. According to Chude Okonkwo (1990), unless practitioners themselves ensure that the highest professional standards are maintained, the government may be compelled to enact such enabling regulations. According to Belch and Belch (2007),there are four types of self-regulation available within the advertising service. These are:

- self-regulation by advertisers and agencies
- self-regulation by trade association
- self-regulation by business
- self-regulation by media

i.   **Self-regulation by Advertisers and Agencies**
      Many companies know that the nature of their advertisements has a way of reflecting back on them; this makes it mandatory for them to carefully scrutinise and critically preview all the claims in the message, including the illustrations used. They also review their adverts to ensure that the messages are reasonable, verifiable, not misleading and not deceptive to consumers. To achieve this, major adverts are examined by corporate attorneys/lawyers to avoid potential legal problems and the attendant time wastage, expenses, negative publicity and loss of reputation.

ii.   **Self-Regulation by Trade Association**
      In many industries whose advertisements are likely to provoke controversy, they have proactively developed self-regulating programmes. Such industries include: alcoholic beverages, liquor, drugs and children-centred products. In this case, such industries develop advertising codes and standards which their members are expected to abide by.

iii. **Self-Regulation by Business**
      In order to control advertising practices and avoid external regulation, the business community has also devised a number of measures. In the US, the largest and perhaps, the best known of such mechanism is the **Better Business Bureau**. This bureau promotes

fair advertising and selling practices across all industries. Its primary role is to handle complaints emanating from people against local business practices especially advertising in the country.

iv. **Self-Regulation by Media**
As important players in the advertising industry, the media recognise their role in ridding the country of advertisements that cause concern for the public; for this reason, therefore, they practice self-regulation. In this way, some media maintain some form of advertising review process such that any advert that goes contrary to the approved codes, may be rejected on the basis that some members of the public may object to it or kick against it. For instance, it is possible that some media organisations have a rule not to accept any advertisement concerning some types of products, for example, alcohol; some may reject some adverts based on their perception of the advert as being offensive to some groups of people in the society.

3.2   State Regulation of Advertising

In a federated country, advertisers must also concern themselves with various state regulations that may impinge on their practice, in addition to federal regulations. This may not be strictly applicable in Nigeria on a large scale, but in the United States of America, advertisers contend with numerous state and local controls. Apart from such regulations offered by federal courts regarding false or deceptive advertising practices, many states also have special controls and regulations governing the advertising of specific industries or practices. The challenge with state regulation, however, will be that national advertising campaigns may have to be modified for every state or municipality which will make it quite burdensome.

3.3   Federal Regulation

We have seen that in many cases, advertising is controlled and regulated through self, state and now federal laws and regulations. These laws and regulations are enforced by agencies empowered to do so. In many countries such as Nigeria and US, the federal government stands as the most significant source of external regulation. In Nigeria, the federal government uses agencies such as Advertising Practitioners' Council, (APCON) Advertising Standards Panel, National Agency for Foods and Drugs Administration, among others to regulate advertising. In the US, the Federal Trade Commission, Federal Communication Commission, the Food

and Drug Administration, the US Postal Service and the Bureau of Alcohol, Tobacco, Firearms may also have regulations that affect advertising.
In a nutshell, the following legislations in Nigeria deal with advertising or cognate issues:

1.   The Foods and Drugs Decree, 1974: This makes provision for the regulation of the manufacture, sale and advertisement of food, drugs, cosmetic and devices. It repealed the existing state laws on those matters

2.   The Copyright Decree of 1970: This law became operational from December, 1971 and was defined as (a) the right of an author to prevent others from publishing or reproducing his/her work without his/her consent. Such works could be (i) Literary works such as novels, stories, poems, plays, films, etc; (ii) Musical works such as any musical composition; or (iii) Artistic works such as paintings, drawings, etchings, engravings and prints.

3.   Patents and Designs Decree 60, 1970: This says that invention is patentable if: (i) it is new, (ii) it results from inventive activity; and (iii) it is capable of industrial application.

4.   Trademarks Acts, 1965: As the name suggests, this is used or meant to be used in relation to goods to indicate a connection between the goods and some person having the right either as proprietor or as registered user to use the mark. Typically, the trademark could be in form of a name, a letter, a symbol, or even a signature as long as it is attached to goods by manufacturers to ensure distinction from others of the same nature (Chude Okonkwo, 1990).

3.4   Regulation of Sales Promotion

Sales promotions – whether consumer- or trade-oriented - are subject to various types of regulations**.** In Nigeria, sales promotion is regulated by the Consumer Protection Council, (CPC) via the Consumer Protection Act (1992 No. 66), Consumer Protection, (Sales Promotion) Regulations 2005; Consumer Protection Council Act (1992 No. 66), Consumer Protection (Products and Services Monitoring and Registration) Regulation 2005. Sales Promotion within the telecommunications industry is also regulated by the Nigerian Communications Commission (NCC), via NCC Act, 2003 (the Act) and the Nigeria Communications, NCC (Enforcement Processes, etc) Regulations 2005.

 In the United States of America, the Federal Trade Commission regulates many areas of sales promotion through the Marketing Practices Division of the Bureau of Consumer Protection.

4.0   CONCLUSION

Areas of concern about advertising continue to widen creating the impression that advertising has so much negative impact on the society. However, the message is also clear that its impact can go either way.

5.0   SUMMARY

We have looked at several areas and ways in which critics have found advertising of harmful effect. We have also seen that efforts are being made in some climes to reduce these impacts to the barest minimum. It is hoped that in due time, there will be more positive commentaries about advertising than negative.

6.0   TUTOR-MARKED ASSIGNMENT

Discuss three ways in which advertising has been criticised in this unit.

7.0   REFERENCES/FURTHER READING

Daramola, A. C. (2010). *Principles and Practice of Professional Advertising a Multinational and Comparative Analysis*. Lagos: Trust Communications Limited.

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