



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC 331
COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

- 1) Define advertising and explain the logic and essentiality of good planning in mass media advertising. **(25 Marks)**
- 2) Advertising is arguably a process not an event. Provide a succinct discourse on any five (5) steps in advertising process. **(15 Marks)**
- 3) Explain the rationale for the emergence of APCON and elucidate any (4) legal mandate it provides. **(15 Marks)**
- 4) Identify and provide a concise explanation on any (5) relative advantages of newspaper as a medium for advertisement. **(15 Marks)**
- 5) What are the pros and cons of magazine as a platform for advertisement **(15 Marks)**