



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

**COURSE CODE: MAC332**  
**COURSE TITLE: ADVERTISING COPY AND LAYOUT**  
**UNITS: 2**  
**TIME: 2 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

1. (a) Identify and discuss any five components of advertising.  
(b) Classify advertisements into four (4) and explain your classification.  
(c) Media planning is a four-step process. Mention these four steps.  
(d) Highlight six (6) points to be considered when planning a special promotion.  
**(30 Marks)**
2. (a) What is media planning? Explain this to your uncle who is considering engaging an advertising agency to handle his company's new product.  
(b) Discuss four challenges to media planning. **(20 marks)**
3. Provide a detailed assessment of the five basic steps in advertising research.  
**(20 marks)**
4. Mention the seven (7) basic elements of an advertising copy; write short notes on each of them. **(20 marks)**