



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1

COURSE CODE: MAC424

COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. The term propaganda has always been a subject of hot debate in the contemporary professional terrain? While a school of thought believe it is a dirty game some believe it is a man to achieve a purpose. What is your perspective on this subject? Criticise this issue holistically. **(22 Marks)**
2. What do you understand by domestic advertising? Discuss the three major divisions of domestic advertising and how each promotes local business. **(16 Marks)**
3. Identify and discuss at least four of the steps taking by an organisation while making decisions in international advertising. **(16 Marks)**
4. Picking an organisation that ventilates the values of an organisation to the outside world isn't a tea party. Critically explain the criteria that are used to determine the selection of agency that handles or manage an organization's international advertising? **(16 marks)**
5. Advertising research is the systematic gathering and analysis of information to help develop or evaluate **advertising** strategies, ads and **commercials**, and media campaigns. Therefore, carefully discuss at least four (4) of the specific areas that organisations need to focus their research radar to make a landslide achievement in their daily pursuits. **(16 Marks)**
6. Identify and examine any four promotional tools that could be effectively utilised for easy penetration and acceptance of a brand in a foreign land. **(16 Marks)**