



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI,**  
**ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024\_2 EXAMINATION**

**COURSE CODE:** MAC 332  
**COURSE TITLE:** ADVERTISING COPY AND LAYOUT  
**CREDIT UNIT:** 2  
**TIME ALLOWED:** 2 HOURS

**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO

- 1 a) Explain the concept of advertising brief? **(5 Marks)**  
b) List and analyse the steps involved in copy preparation and production? **(10Marks)**  
c) What are the ten likely decisions a creative writer might take in copy preparation and production, according to Ucheanya (2013)? **(10 Marks)**  
d) Explain the term 'copy platform' in advertising copy and layout? **(5 Marks)**
- 2 a) What are advertising plan and promotion? **(5 Marks)**  
b) Develop a six -month advertising plan representing a furniture and small house wares appliance store as represented by Harland *et al* (1992)? **(15 Marks)**
- 3 a) Explain the concept of 'Special Promotion' and how the media is involved in its planning? **(5 Marks)**  
b) State and explain the six points guidelines of Harland *et al* (1992) to be considered when planning a special promotion? **(15 Marks)**
- 4 a) Give two definitions of advertising copy as defined by John-Kamen (2006: 145) and Ucheanyan (2013:60) **(5 Marks)**  
b) State and explain the six principles of a good copy as enumerated by John-kamen (2006) **(15 Marks)**