



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2025\_1 EXAMINATION...**

**COURSE CODE: MAC 331**

**COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION**

**CREDIT UNITS: 3**

**TIME: 3 HOURS**

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

1a. The opinion of experts in the field of advertising is that effective advertising must be anchored on good knowledge and grasp of the processes of advertising.

a. Name and discuss the procedure for professional advertising. **13 marks)**

b. Discuss the five sub-processes that come under the planning stage of advertising. **(12 marks)**

2. Aliede (2005) states that advertising has been consistently faced by some criticisms due to what it does and does not do. Name at least ten of such accusations and discuss five of them: **(15 marks)**

3a. In detail, name and explain five other organisations outside the advertising field that assist in the regulation of advertising in the Nigeria. **(8 marks)**

b. Discuss five implications of post-advertising evaluation? **(7 marks)**

4. There are some sectoral bodies under ARCON. Name and discuss five of them. **(15 marks)**

5a. Explain the concept of advertising tripod showing the critical relationship between the components of the system. **(8 marks)**

b. Name, discuss and show the importance of 4Ps of Marketing or Marketing Mix, explaining their relevance to the successful marketing of a given advertised product. **(7 marks)**

6. What are the strengths of newspaper as a medium of advertising? Name eight and discuss five of them. **(8 marks)**

b. Explain five disadvantages of using newspaper as medium of advertising. **(7 marks)**