



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE CODE: MAC 332

COURSE TITLE: ADVERTISING COPY AND LAYOUT

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

- 1a) Define advertisement and state its components **(10 Marks)**
- 1b) Explain the elements of an advertising copy according to Kanem John (2006). **(10 Marks)**
- 1c) List and explain criteria considered in the development of the media plan **(10 Marks)**

- 2 Explain campaign planning in the light of the objectives, definition, and criteria for consideration. **(20marks)**

3. a) Write a 30-second radio commercial script. **(5marks)**
 - b) How important is a script to a television commercial? Explain. **(5marks)**
 - c) What do you understand by the term 'storyboard', what relevance has it in a television commercial? Explain with the aid of a diagram. **(10marks)**

- 4a) List and explain five types of newspaper advertisement terms (5marks)
 - b) Design an advertising request form. **(15marks)**