



**BOWEN UNIVERSITY, IWO**  
**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**  
**COMMUNICATION ARTS PROGRAMME**  
**2022/2023 SECOND SEMESTER EXAMINATION**

**DATE: June, 2023**

**COURSE TITLE: COMMUNICATION CAMPAIGN PLANNING**

**COURSE CODE: CMA 422**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTION: Answer three questions in all. Question one is compulsory.**

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1. With your knowledge of the elements of a communication campaign planning process, discuss how you will go about planning a campaign for a selected brand/product/ service of your choice. **(30 marks)**
2. Select a brand/product almost in extinction, conduct an in-depth SWOT analysis and explain some of the relevant strategies to revitalise such brand/product **(15 marks)**
3. With a well set communication campaign objective or objectives, give a detailed account of why you will carry out media audience analysis for any product or service of your choice, and how you will carry out the media analysis. **(15 marks)**
4. Explain the various consumer behaviour stages and its importance in a communication campaign planning **(15 marks)**
5. With a product or service in mind, do a thorough analysis of the two available channels of communication, and the medium choice or a mix of media choices you will make. Justifying your choice is important. **(15 marks)**