



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2023/2024 First Semester Examination

Course Title: ADVERTISING STRATEGY AND TACTICS

Course Code: MAS 319

Course Unit: 2 UNITS

Duration: 2 HOURS

Instruction: Answer Question ONE and any other TWO Questions.

6. With reference to your group assignment, develop an advertising strategy for a product of your choice. **30 marks**
7. An advertising strategy can help make your brand better. What are the steps in creating an advertising strategy **20 marks**
8. Strategy dictates the marketing activity needed to achieve your business goals and vision, whereas, tactics, the detail of the strategy answer exactly what will happen. Give 10 differences between advertising strategy and advertising tactics. **20 marks**
- 4 (a) What is Advertising Strategy? **10 marks**
- 4 (b) List and Explain 5 types of Advertising Strategies **10 marks**
- 5 (a) What is/are Advertising Tactics? **10 marks**
- 5 (b) List and explain 5 Advertising Tactics **10 marks**