



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

COURSE TITLE: ADVERTISING COPY, LAYOUT AND PRODUCTION

COURSE CODE: MAS 419

COURSE UNIT(S): 2

DURATION: 2 HOURS

INSTRUCTION: ANSWER ANY THREE QUESTIONS. QUESTION ONE IS COMPULSORY.

1. Advertising copy is an integral aspect of advertising campaign. Discuss. {10 marks}
 - 1b. Identify and explain the elements of an advertising copy {10 marks}
 - 1c. Your company wants to launch a new product next month. Identify ten major PR media that can be utilised to create effective public relations awareness about the product. Remember to give reasons to justify your choice of PR media. {10 marks}
2. List and discuss Five important criteria for considering planning an advertising campaign. {10 marks}
 - 2b. Highlight Ten objectives of Advertising campaign {10 marks}
3. Discuss the four groups of adverts as classified by Arens (1999) and Anyacho (2002). {20 marks}
4. Explain advertising layout {5 marks}
 - 4b. Discuss 5 importance of advertising layout {5 marks}
 - 4c. How do you apply research to advertise '2023 Toyota Corolla XLE' Car? {10 marks}
5. Briefly discuss the following:
 - a) Brand Equity {4 marks}
 - b) Geo targeting {4 marks}
 - c) Banner Ad {4 marks}
 - d) Cost Per Click (CPC) {4 marks}
 - e) Click- Through- Rate (CTR) {4 marks}