



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

DATE: June, 2023

COURSE TITLE: COMMUNICATION CAMPAIGN PLANNING

COURSE CODE: CMA 212

TIME ALLOWED: 2hrs:30mins

INSTRUCTION: Answer Question 1 and any other two questions

1.
 - (a) Create a hypothetical product. describe the product and show how an advertisement can be done while applying the processes of advertisement discussed in class. (20 marks)
 - (b) Several factors justify the insistence that every advertising campaign should be planned before its execution. Identify and discuss the 5 taught in class. (5 marks)
 - (c) Discuss the five critical characteristics of new media technology. (5 marks)

2.
 - (a) Research and evaluation are inseparable twins in the advertising process; comment on this. (10 marks)
 - (b) As a social agent in a globalised world, advertising is faced with numerous challenges. List ANY 10 discussed in class (10 marks)

3.
 - (a) Trace the up-to-date history of AAN (10 marks)
 - (b) Identify ANY 5 of the conditions for successful advertising are put in place; according to Bovee and Arens (1992) (5 marks)
 - (c) Identify and briefly explain ANY 5 qualities that distinguish newspapers as media of advertising. (5 marks)

4. Write short notes on the following
 - (a) Client
 - (b) Agency
 - (c) Media
 - (d) Structural Interface
 - (e) Product
 - (f) Place
 - (g) Billboard
 - (h) Post-Advertising Campaign Execution Arrangements
 - (i) APCON
 - (j) Print Media

(20 marks)

 - (a) Show how Nigeria's hosting of an event in 1973 eventually led to the formation of BON. (10 marks)
 - (b) Enumerate and explain in detail the various advertising avenues the internet offers to advertisers and marketers. (10 marks)