



CRAWFORD UNIVERSITY, IGBESA

DEPARTMENT OF MASS COMMUNICATION

HARMATTAN SEMESTER EXAMINATION

COURSE TITLE: ADVERTISING MEDIA PLANNING

COURSE CODE: MAC 221

DURATION: 2HOURS

INSTRUCTION: ANSWER ANY THREE QUESTIONS

- 1a. Discuss the concept of Advertising in Media Planning?
- 1b. Enumerate five functions of Advertising? (20 Marks)

2. List and explain at least five considerations for Media Planning? (20 Marks)

3. Critically discuss the application of the 4Ps of Marketing in Advertising Media Planning? (20 Marks)

4. Write short notes on the following Media of Advertising in Media Planning:
 - (a) The Broadcast Media;
 - (b) Outdoor Advert;
 - (c) Newspaper;
 - (d) Television (20 Marks)

5. List and discuss four challenges in advertising Media Planning? (20 Marks)