MAC123: Introduction to Advertising (2 Units)

Department of Mass Communication

Covenant University
1. MAC123

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The course explores the historical development of advertising as an adjunct of mass communication. It takes a broad look at the dynamic world of advertising by examining the various laws and regulations as well as the major players in the industry. It considers the fundamental principles and tenets of Advertising as a discipline. It will give a profound study of creative devices for presenting advertising messages in all media of mass communication. It involves practical exercises in market-targeted messages.