MAC428 Special Topics in Advertising and Public Relations (2 Units)

Department of Mass Communication

Covenant University
1. MAC428

1.1. MAC428 Special Topics in Advertising and Public Relations (2 Units)

The study of current issues for which provision may not have been made in the established courses; for example the ongoing legislative process regarding the ban on the advertising of cigarettes (and alcohol?) on television. What are the implications of such trends in law-making and how effective are the laws likely to be?