PRE413: Economic and Social Issues in Advertising and Public Relations (2 Units)

Department of Mass Communication

Covenant University
1. PRE413
1.1. PRE413: Economic and Social Issues in Advertising and Public Relations (2 Units)

It gives an analysis of peculiar issues relating to public relations and advertising. Examines truth in advertising, subliminal advertising, effects of advertising on children, the social responsibility of advertising to various groups. It discusses the Laws and ethics of Public Relations and Advertising in Nigeria and world-wide. It also considers the importance of self-regulation.