

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 123

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MAC 123: INTRODUCTION TO ADVERTISING

Contributors: OKORIE

1. What is advertising? How can advertising differ from personal selling, sale promotion and publicity?
2. What are the functions of advertising
3. What are the characteristics of advertising?
4. List and discuss the six appeals of adverting?
5. Briefly discuss the use of color psychology in advertising?
6. Briefly discuss the history of advertising?
7. Advertising can be classified in three major areas, discuss
8. What do you understand by the pyramid of advertising?
9. Briefly discuss the actors in the advertising process
10. Briefly discuss how advertising influence high and low level involvement products
11. Briefly discuss the history of advertising in Nigeria
12. Briefly discuss the pull and push effect as it relate to advertising