

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 424

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PRE 424: ADVERTISING CAMPAIGN MANAGEMENT

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1. What are advertising campaigns and why do they differ from public relations campaigns?
2. Why do politicians adopt advertising campaigns to promote their ideals and philosophies?
3. How would you classify advertising campaigns according to the media platforms?
4. At what stage(s) of the product life cycle, should advertising campaigns be adopted?
5. What are the roles of advertising as a management tool in the marketing mix?
6. What is 'Truth' in advertising campaign management?
7. What is 'Waste' in advertising campaign management?
8. How do budgets serve as a major parameter in advertising campaigns?
9. In what way(s), can you evaluate an advertising campaign?
10. What are the critical stages that determine a successful advertising campaign?
11. How do advertising campaigns serve as an umbrella for organizations to execute their corporate goals and objectives?
12. When and how do organizations adopt advertising campaigns?