

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER: MAY, 2008

TITLE OF PAPER: ADVANCED ADVERTISING

COURSE CODE: JMC 306

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:**
1. Answer **three (3)** questions.
 2. Number 1 is **compulsory**.
 3. Write **legibly**, that is, **boldly** and **clearly**.
 4. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

JMC 306: ADVANCED ADVERTISING

1. No doubt, the principal activity in the business of advertising is the *campaign*.
 - (i) **Define** *advertising campaign* and **identify** its main components. (10 marks)
 - (ii) **Explain** the phases/stages of an advertising campaign. (10 marks)
 - (iii) **List FIVE** things that the major entities involved in an advertising campaign need to do to make it succeed. (10 marks)
2. **Discuss** the problems and challenges that advertising agencies in Swaziland face. (15 marks)
3. “The structure and management of advertising departments and advertising agencies have little or nothing in common.” **State** whether you agree or disagree with this statement; then, **discuss** your response in concrete terms. (15 marks)
4. If you were asked to conduct research to back an advertising campaign for FASTTRACK, a brand of sports shoes, in Swaziland, **outline** how you would go about the project.. (15 marks)
5. A council to regulate advertising in Swaziland is to be established and a code of conduct is to be drawn up. You have been appointed as one of the consultants to the council. **Present** a proposal to the council on how it may conduct its business. (15 marks)