



## COURSE COMPACT

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**Faculty:** Faculty of Social Science  
**Department:** Mass Communication  
**Programme:** B.Sc. Mass Comm.  
**Course Code:** MAC 125  
**Course Title:** Introduction to Advertising  
**Units:** 2  
**Course Lecturer:** Tosin Adesile(Mr.)  
**Semester/Session:** 2<sup>nd</sup> Semester  
**Session:** 2018/2019  
**Location:** Lecture Rm 4.

### A. Brief Overview of Course

B. The course explores the historical development of advertising as an adjunct of mass communication. It takes a broad look at the dynamic world of advertising by examining the various laws and regulations as well as the major players in the industry. It considers the fundamental principles and tenets of Advertising as a discipline, giving a profound study of creative devices for presenting advertising messages in all media of mass communication. It involves practical exercises in market-targeted messages.

### C. Course Objectives/Goals

At the end of this course, students are expected to:

- Understand the Historical Development of Advertising
- Know the Dynamic world of Advertising.
- Know the Laws and Regulations
- Know Major players in advertising.
- Understand the Principles and Tenants of Advertising.
- Know Advertising Appeals
- Know the Classification of Advertising
- Know the impact of advertising on consumer behavior.

### D. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
  - Interactive classroom session
  - Individual assignments
  - Lecture notes
- Teaching Aids
  - Multimedia projection

- Computer Laboratory

## **E. Course Outlines**

- Modules & Details of Topics

### **Module I: Advertising in a nutshell**

**Week 1:** Definition

**Week 2:** Elements

**Weeks 3 & 4:** Old forms of Advertising and History

Continuous Assessment One (CA1)

### **Module II: Advertising Industry**

**Week 5:** Growth and Development

**Week 6:** Nigerian History

**Weeks 7:** Peculiarities of Nigerian Advertising Approaches

**Week 8:** Classification of Advertising

Mid-Semester Test

### **Module III: Advertising Types**

**Week 9:** Newer media and Advertising approaches

**Week 10:** Impact and Behaviour

Continuous Assessment Two (CA2)

**Week 11:** How advertising impart on consumer behaviour

**Week 12:** Advertising Appeals

## **F. Structure of the Programme/Method of Grading**

- Continuous Assessment
    - Class test/Assignments 20% Marks
    - Mid Semester test 10% Marks
  - Examination 70% Marks
- TOTAL 100%**

## **G. Ground Rules & Regulations**

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

#### **H. Topics of Term Papers/Assignment/Student Activities**

- To be supplied during the course of lectures

#### **I. Contemporary Issues/Industry Relevance**

Intro to Advertising the foundation of Advertising course. The relevance of this course is that it provides a good understanding of advertising and developments. It also introduces students to necessary skills needed to be a good Creative Advertiser.

#### **J. Ground Rules & Regulations**

- 75% attendance is required to seat for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

#### **K. Recommended Reading/Texts**

- a. Lecture Notes
- b. Introduction to Advertising by B. Osunbiyi.