



INSTITUTE OF JOURNALISM
FACULTY OF PUBLIC RELATIONS, ADVERTISING AND MARKETING
DEPARTMENT OF ADVERTISING
END OF FIRST SEMESTER EXAMINATION – 2024/2025 ACADEMIC YEAR
ADVG 601: ADVERTISING MANAGEMENT
LEVEL 600

INSTRUCTION:
ANSWER ANY THREE QUESTIONS

TIME ALLOWED: 3 HOURS

1. As part of a 3-month digital transformation campaign. 'EcoTech Solutions', a new sustainable technology startup, has retained your services for comprehensive media planning and implementation. Discuss the planning process using Pickton and Broderick's media implementation cycle, focusing on targeting tech-savvy millennials and Gen Z professionals. **[20 Marks]**
2. As the newly appointed marketing communications director for your organisation, a multinational 'house of brands' for consumer products, you have been tasked to select an ad agency to cater for the advertising needs of the organisation's flagship brand. Discuss five factors you would use as evaluation criteria. **[20 Marks]**
3. Suppose your agency has acquired Blue Skies Ghana as a client with you as the account executive and planner. The company (Blue Skies) is considering above-the-line (ATL) advertising for the first time and has asked for some preliminary suggestions as to what types of advertisements would be suitable for the brand.
 - a. Discuss two types of advertising (by function) appropriate for the brand.**[12 marks]**
 - b. Evaluate the ad testing method you would consider relevant for a first time ATL advertisement highlighting two specific approaches to be used. **[8 Marks]**
4. An ongoing industry debate concerns whether advertising objectives should focus on sales or communication issues. Critically evaluate these two schools of thought within the framework of the response hierarchy models. **[20 marks]**
5. Critically analyse the rhetorical strategies of ethos, logos and pathos and how they relate to the key types of appeals and spokesperson characteristics and examine their strategic applications in advertising using relevant practical examples. **[20 marks]**

6. You are the marketing manager for a new beverage brand, "PureFizz", that has just launched a nationwide advertising campaign across television, social media, and billboards. After three months, senior management wants to assess the effectiveness of the campaign before deciding on future investments.
- Identify three Key Performance Indicators (KPIs) you would use to evaluate the success of the campaign across traditional media, digital platforms, and integrated media. (6 Marks)
 - Explain how you would conduct a summative evaluation of the campaign and what specific insights you would expect to gather from the process. (6 Marks)
 - The CEO is concerned that the campaign is getting engagement but not leading to sales. Discuss two possible reasons for this and propose solutions. (8 Marks)
7. A global cosmetics company is preparing to launch a new skincare product. The advertising team has created two potential TV commercial concepts and needs to determine which one will be more effective before rolling out the campaign.
- Recommend and justify two **pre-testing methods** the company should use to assess which ad performs better. (6 Marks)
 - After launching the campaign, the company wants to ensure the ad is effective in driving brand recall. Identify and explain two **post-testing methods** that should be used. (6 Marks)
 - The marketing team is concerned that the test results may be misleading due to **challenges in pre-testing and post-testing**. Discuss two potential limitations and how they can be mitigated. (8 Marks)