

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Advertising (967)
Level: M.Sc Mass Communication

Semester: Autumn, 2013

INSTRUCTIONS

1. Assignments 1 and 2 cover Units 1-5 and 6-9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of questions of the assignment requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. Do not simply rehash material from different units of the study guide and from one another is highly discouraged. Writing assignments in your own works and originality of approach will award you maximum marks.

LIST OF CONTENTS

This package comprises the following material:

1. Study guide
2. A helping book
3. Assignment 1 and 2
4. Assignment forms 2 sets
5. Schedule for submitting assignments and attending tutorial meetings.

If you find anything missing from the above mentioned material, kindly inform:

The Mailing Officer
Mailing Section
Allama Iqbal Open University
H-8, Islamabad

Best of luck.

(Course Coordinator)

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WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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Total Marks: 100

ASSIGNMENT No. 1

(Units 1–5)

- Q.1 Define Advertising and briefly explain the history of advertising and its evolution in Pakistan? (20)
- Q.2 What complaints the critics are making against advertising? Give critical analysis of the advertising effects on societal economic aspects with examples. (20)
- Q.3 Write notes on the following: (20)
1. "Ethics" in advertising
 2. Advertising agency and its basic function
- Q.4 Describe the selection criteria of an advertising agency. Critically evaluate the need of an advertising's department in an organizational structure. (20)
- Q.5 What are those qualities which are deemed helpful in selection of media for advertising? Explain. (20)

ASSIGNMENT No. 2

(Units 6–9)

Total Marks: 100

- Q.1 Discuss the factors responsible for selection of media for advertising. (20)
- Q.2 Define advertising copy. Also write notes on the Copy Attribute and functions. (20)
- Q.3 Explain strategies and techniques for measuring advertising campaign? (20)
- Q.4 Write notes on the following: (20)
1. Diffusion of advertising message
 2. Visualization and Layout
- Q.5 Describe in detail requirements and preparation for advertising campaign. (20)