



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF MASTER OF ARTS

CCM 809: ADVANCED ADVERTISING IN COMMUNICATION AND MEDIA

2ND SEMESTER 2024/2025

TIME: 3 HOURS

INSTRUCTION: Answer question 1 and any other two

1. Discuss the key stages of an advertising campaign and analyze how each stage contributes to the overall success of the campaign. (20 marks)
2. Explain five key principles that contribute to the effectiveness of a television commercial. (10 marks)
3. With reference to Kenya, analyze the impact of digital media on traditional advertising media planning. (10 marks)
4. Discuss the role of a brand guideline in advertising (10 marks)
5. Discuss the importance of research in advertising and analyze how different types of advertising research contribute to the success of an advertising campaign. (10 marks)