



OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2018/2019 HARMATTAN SEMESTER EXAMINATION

Course Code: MAS 405

Unit: 3 Units

Status: Compulsory

Course Title: INTEGRATED MARKETING COMMUNICATION (IMC).

Duration: 2 Hours,

Instruction: Answer question Five (5) and any other two.

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- 1a. List and briefly discuss five factors that aids the development of IMC (10 Marks).
 - (b) Perception is stronger than reality when we talk Marketing Communication (10 Marks).
 2. Discuss your understanding of IMC as Customer Centric, Data Driven, Integration and Effective Branding (20 Marks).
 3. In determining the selection and combination of Marketing Communication tools for an IMC campaign. List four factors that must be put into consideration? (20 Marks).
 4. List and discuss five benchmarks for successful IMC practice (20 Marks).
 5. OOU 92.1 FM broadcast signal was recently boasted such that the signal is now loud and clear in Ijebu Ode, Ijebu Igbo, Ago Iwoye, Oru, Awa Ilaporu and Remo North. Prepare an IMC campaign proposal that will create awareness and boost listenership for the Campus Radio station (30 Marks).

Goodluck!

part message
budget
Duration
solution