

UNIVERSITY OF FORT HARE
CMA. 311: ADVERTISING AS MARKETING
COMMUNICATION
JUNE EXAMINATION
2023

Time: 3 Hours
Subject: Communication
Paper: Advertising as Marketing Communication
Marks: 100

This paper consists of 2 pages including the cover page

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Instruction

Answer question ONE and any TWO (2) other questions.

QUESTION 1**[50 Marks]**

Engel and Gralpois (2010), contend that advertising is not just a creative business, It is a business built on FIVE core pillars: togetherness, truth, transparency, time and trust. They argue that in the business of client-agency relationship, two relationship killers are over-charging and over-spending on an agreed budget. They therefore strongly recommend that both advertising agencies, and the clients that they serve must make a strong effort to nurture a good-working relationship for their mutual survival.

- (a) Critically discuss the above statement in line with what an advertising agency in Cape Town (say FCB Africa), and its client (say Discovery SA), would each want out of their relationship. (20)
- (b) Identify and briefly explain all the stages of the reversed total involvement method in the planning and nurturing of an advertising campaign. (20)
- (c) Briefly discuss the main suggestions offered by Engel and his friends, on how one can help nurture a productive working relationship between clients and advertising agencies. (10)

QUESTION 2**[25 Marks]**

Discuss the various stages that a brand such as Havaal would go through in its life cycle, and critically explain the role that advertising (and possibly other IMC tools), would play at each of the stages identified. (25)

QUESTION 3**[25 Marks]**

Explain creativity in contemporary advertising and provide reasons why you think it is important that the advertising landscape in post-Apartheid South Africa become more creative. (25)

QUESTION 4**[25 Marks]**

Most advertising scholars agree that advertising could be classified through the audience it targets, the geographic area or region where the ad is focused, and also through the medium used. Identify and critically discuss the typology of advertising classification that is not mentioned here. (25)