



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION**

JANUARY-APRIL 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM303:

COURSE TITLE: PRINCIPLES OF ADVERTISING

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

Final project submission: Shared the link from your Google Drive on the LMS

All other PAC University examination rules and regulations apply

PROJECT ASSESSMENT.

FINAL PROJECT – TV COMMERCIAL

Project Details and Requirements

- **Project:** A TV COMMERCIAL(A product or a service Advertisement.)
- Have a UNIQUE and appealing name for the product/service advertised.
- **Nature:** GROUP Project (work in groups of 3 students assigned by the lecturer)
- The project should have a Total Run Time (TRT) of 60.00 seconds.
- The project should have eye-catching visuals, audio/ VO, and appealing motion graphics.
- The project must reflect evidence of relevant research so that the product/ service advertised is relatable to the target audience.
- The project must comply with ethical requirements in advertising as learnt in this course.
- Each student is to share their **COPY** of the entire work even though the project is produced by a team.
- The finalized project **MUST** be submitted on the **LMS** on the **Exam** as a shared link from your Google Drive. The link should be shared in such a way that anyone with the link can view it.

N/B

- **BACK-UP** your work so that **no computers crash and flash disks malfunction** before submitting your work!
- **Book the studio and the production equipment** as early as possible to begin your production.

Refer to the rubric below for further guidelines on grading.

COM303: Principles of Advertising				
Production: TV Commercial				
Grading Parameters				
1	The Project Script	Clearly outlining, portraying, specifying, and tracking the tasks in the project	To describe the process: Preparation, filming and editing (Pre-production, Production and post-production process), *The script should be submitted before shooting	15mks
2	Creativity/ Unique name of the product/ service	Visuals/ Images	Apply creativity- relevant images/ visual effects -Creating appeals learnt in this course	5mks
		Audio / VO and sound effects	Apply persuasion and relevant appeal learnt in this course	5mks
3	Unique Selling Propositions (USP)	Demonstrate application of skill in message -Design/Strategy	Apply the product positioning techniques learnt in this course.	5mks
4	Editing	Final Product presentation	Communicate knowledge and application of editing skills. Harmony/flow of ideas	5mks
5	Ethical Considerations	Adherence to ethical requirements	Demonstrate respect for the advertising ethical requirements learnt in this course (Decency/customer relations /consumer protection)	5mks
Total Score				40mks