



ADVERTISING

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
“I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged”.

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. As an advertising consultant, you have been asked to write a journal article entitled 'Establishing the credibility of sources'. In your article, explain the approaches that must be considered in order to establish the credibility of the sources of marketing communication messages. You must demonstrate an understanding of the underpinning concepts and ideas, using examples to support your explanation.

(Word limit 750)

[25 marks]

2. Evaluate the use of print media in the media plan. In your response you must examine the strengths and weaknesses of using different types of print media, using the following range of concepts. You must use examples to support your evaluation and include one or more conclusions.

- Variety
- Credibility
- Coverage
- Cost

(Word limit 750)

[25 marks]

3. A client has approached you as they are interested in using either humour or fear in their advertising messages. Discuss the risks and benefits to the success of a campaign of using both emotions in advertising to a selected target audience. In your response you must give a detailed account including a range of views about using messages involving fear and/or humour. You must use examples to support your discussion and include a brief conclusion.

(Word limit 750)

[25 marks]

4. As an advertising consultant, you are required to give a verbal presentation to one of your clients entitled 'Investing in advertising campaigns'. Prepare the speech you would give as part of the presentation in which you explain the factors that must be considered by clients when deciding how much to invest in advertising campaigns. In your response you must demonstrate an understanding of the underpinning concepts and ideas, using examples to support your explanation.

(Word limit 750)

[25 marks]

END OF QUESTIONS