



**Com 472 T**

**Advertising Management**

**FINAL PROJECT**

**AUGUST SEMESTER 2017**

**submit after 3 weeks**

**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

- Students will make in class presentations
- Final projects will be submitted on the date allotted on the exam timetable.
- Submit work bound in A4 format
- To conduct the interview successfully you will need an interview schedule
- This project will involve a classpresentation
- Total marks 45

## **SECTION A**

**Identify an advertising agency that you can visit then do the following:**

1. Determine the organization structure, including the mission and vision. (5mks)
2. Describe the historical origins of the organization **(5mks)**
3. Describe the size and activities of the various departments.(5mks)
4. Interview management to determine which people are involved in making decisions. (5mks)
5. Conduct an Interview to determine how PITCHING is carried out (10mks)

## **SECTION B**

**6.** *Sooner or later every manager or leader will find himself involved either directly or indirectly in some form of organizational conflict. Depending on how conflict is managed it may lead to the destruction of the effectiveness of the organization or otherwise.*

*Often the secular philosophy of management conflicts with the values of managers and leaders who are Christians. How would you approach the following scenarios from a biblical perspective?*

1. Evaluate the agency you were studying to determine potential areas of conflict or identify current areas of conflict. Explain these conflicts/scenarios. (5MARKS)
  - a. Regarding one potential area of conflict, develop solutions that would bring about corrective action. (5MARKS)
  - b. Regarding one current area of conflict, what principles of confrontation would you apply? (5MARKS)

***Include a list of references***

## **GRADING RUBRICS**

- 1. essays written in continuous prose and show complete mastery of organization.**
- 2. essays answer thoroughly all the questions.**
- 3. essay shows no grammatical errors ( eg spelling, tense sequencing and consistency, writing flows smoothly)**
- 4. follow APA guidelines.**
- 5. presentations will show confidence and mastery of content**