

FOPAM

FACULTY OF PUBLIC RELATIONS, ADVERTISING AND MARKETING

NEWS



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UniMAC
UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION



EDITORIAL

MR. YAW O. GYAU: DEAN, FOPAM

Dear readers, welcome to the inaugural edition of the FOPAM Newsletter! I am very happy this project has finally happened.

The creation of this newsletter stems from our commitment to fostering communication, collaboration, and creativity within our faculty and the academic community. We have established this medium to share ideas, celebrate achievements, engage the public, and strengthen the bonds that unite us as educators, creative innovators, scholars, and students.

The faculty of Public Relations, Advertising and Marketing (FOPAM) is a dynamic hub of innovation and expression, encompassing a diverse group of disciplines in the Public Relations, Advertising and Marketing departments. Here, individuals with a passion for the various disciplines impact practical, innovative skills to our students through projects that enable them to excel in their respective fields. Through interdisciplinary collaboration and a dedication to exploring excellence, we strive to push the boundaries of creativity and contribute meaningfully to discourses in our fields of expertise as lecturers and students.

As part of raising leaders of tomorrow specialised in their fields, we have successfully organised the first ever student-led Mentorship Dinner, Academic Practitioners Conference, Webinars, A PR Campaign Pitch Project, Entrepreneurship Fairs, Advertising SDG Campaign projects collaborating with the UNDP and UNFPA, Seminars on Measurement and Evaluation. All these placed us ahead of our competitors as we endeavour to create a fascinating environment for our students to excel and flourish in the industry and Academia.

The editions of FOPAM NEWS seek to showcase the incredible talent, achievements, and initiatives that define our commitment to strengthening the bar. Each issue will offer a glimpse into the faculty, from spotlights and student achievements to upcoming events and research breakthroughs.

FOPAM NEWS serves as a platform for engagement and dialogue. We encourage all community members to contribute their ideas, insights, and experiences, fostering a culture of inclusivity and collaboration. As we embark on this journey together, we invite you to embrace the spirit of curiosity, innovation, and camaraderie that defines FOPAM. Together, let us celebrate our successes, provide solution to our challenges, and continue to inspire one another in our pursuit of excellence and academic rigour.

Thank you for joining us on this exciting venture. We look forward to the journey ahead and to the stories FOPAM has yet to tell.

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UniMAC Pitchday

By Eugene Bayor



Mr. Noel Nutsugah
Course Lecturer

"UniMAC Pitch Day" was an event organized under the guidance of Mr. Noel Nutsugah of the Department of Public Relations, where final-year Public Relations students showcased their creativity by pitching PR campaign ideas to organizations of their choice. This examinable exercise aimed to demonstrate students' ability to develop innovative PR campaigns.

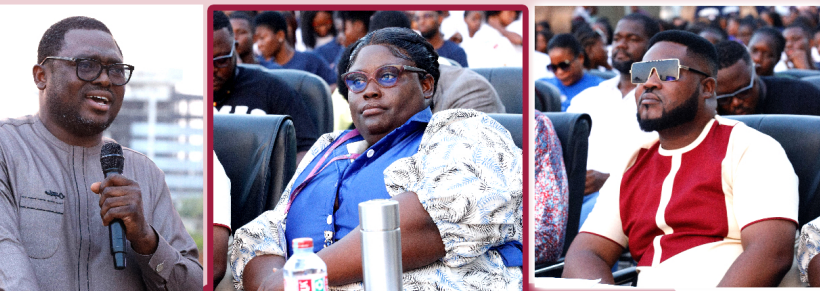
Seven replica PR agencies, representing level 400 PR classes of UniMAC's Institute of Journalism (UniMAC-IJ), participated in the inaugural UniMAC Pitch Day. Held on Friday, January 12, 2024, at 3:00 pm GMT on the South Legon Campus, the event spotlighted these agencies' capabilities in designing effective PR campaigns to address community relations issues.

Each agency collaborated with different organizations to identify key problems and devise suitable communication strategies. Participating organizations included: Vivahealth Medical Foundation, Caveman Watches, Nkulenu Industries Ltd, Reflo Company Ltd, Avenue Chemist and Verifie Health Ltd Ghana.

During the event, the agencies presented their campaign plans, detailing identified problems, specific objectives, and target audiences. They also showcased the campaigns they developed, including videos, audio materials, and posters.

The primary goal of UniMAC Pitch Day was to not only impress the organizations' representatives but also engage the entire student body with innovative ideas and strategic thinking.

Moreover, the event served as a competition among the student agencies, with a panel of experienced PR practitioners determining the rankings. It provided an opportunity for students, faculty, and industry professionals to witness the modern strategies and creativity of the next generation of PR practitioners. Join us next year.





PAA KWESI ASARE

GOES GLOBAL WITH UNIMAC STUDENTS

AN INTERACTIVE SESSION WITH UNIMAC STUDENTS

World Acclaimed Journalist Paa Kwesi Asare Inspires Students at UniMac-IJ

By Abigail A. Appiah

As a prelude to the Venture Vanguard exhibition fair, the University of Media, Arts and Communication recently hosted an interactive session featuring renowned journalist Mr. Paa Kwasi Asare. The interactive event provided a valuable opportunity for aspiring broadcasters to learn from Mr. Asare's experiences and gain insights into the world of journalism.

Paa Kwesi, a recipient of the coveted 2023 Komla Dumor Award, emphasized the crucial role of dedication and hard work in achieving success in the field of Journalism. He shared a personal anecdote from his early days as a young journalist, revealing the unwavering commitment he possessed.

"I woke up at 3:00 am every day, just to ensure I was fully prepared for the morning show on Joy FM," Asare recounted, highlighting the sacrifices in the early hours of the mornings that are often a reality in the fast-paced world of broadcasting. He emphasized the importance of taking initiatives

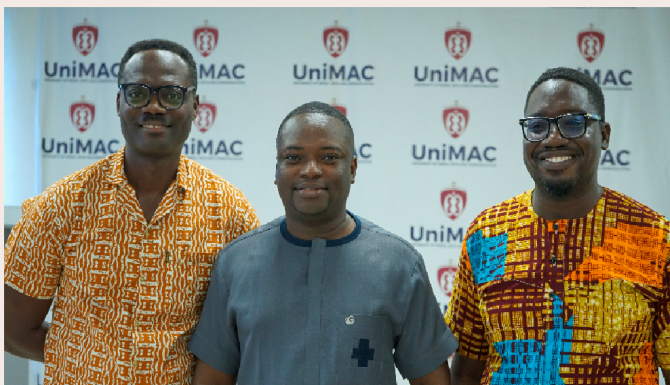


He encouraged the students to actively seek out opportunities to gain experience, and specifically pointed to the value of volunteer work. Paa Kwesi himself took this path during his undergraduate studies, volunteering at Radio Universe. This experience, he explained, provided him with invaluable hands-on training and a chance to hone his skills in a real-world setting.

Paa Kwesi didn't stop there. He went on to impress upon the students the significance of time management. Juggling the demands of a broadcasting career often requires meticulous organization and the ability to prioritize effectively. His emphasis on this skill resonated with the students, many of whom were eager to learn how to manage their time efficiently as they embarked on their own broadcasting journeys.

Keeping up with current events, particularly those with international significance, was another key message Paa Kwesi imparted to the aspiring broadcasters. He explained how covering stories that transcended national borders and impacted a global audience played a crucial role in his own success. This focus on international affairs, Paa Kwesi revealed, was a significant factor in his well-deserved recognition by the Komla Dumor Award committee.

The session concluded with a heartwarming gesture of recognition acknowledgement for Paa Kwesi's accomplishments. Dean of FOPAM, Mr. Yaw O. Gyau conferred "Alumnus" status upon him, as a participant of the erstwhile GIJ short courses, acknowledging Mr. Asare's remarkable career and his continued inspiration to future generations of journalists.



UNFPA and UniMAC-FOPAM promote SAFE SEX among Tertiary Students

**United Nations Population Fund (UNFPA)
YoLe Fellows Educate Students on Safe Sex
Practices on National Chocolate Day**

By Mavis Akorfa Semakor

The Faculty of Public Relations, Advertising and Marketing (FOPAM) at the University of Media, Arts and Communication (UniMAC) collaborated with the United Nations Population Fund (UNFPA) YoLe Cohort Fellows to host a special "Safe & Healthy Campaign" on National Chocolate Day. The event, held in the UniMAC-IJ seminar room, aimed to raise awareness about safe sex practices among young adults.

The Dean of FOPAM, in his welcome address, highlighted the importance of addressing sexual health issues openly and honestly. "We are thrilled to partner with UNFPA on this critical initiative," he remarked.

"Equipping our students with the knowledge and resources to make informed choices about their sexual health is paramount to their well-being." The campaign featured a variety of engaging activities, including a virtual dialogue session with a panel of experts on Sexual and Reproductive Health and Rights (SRHR). The panel discussion addressed common misconceptions surrounding safe sex and debunked myths about condom use.

In a bid to break stigmas and promote responsible sexual behavior, students performed interactive skits. One skit depicted the social pressure a young person might face when purchasing condoms, while another highlighted the importance of open communication and planning for safe sex.

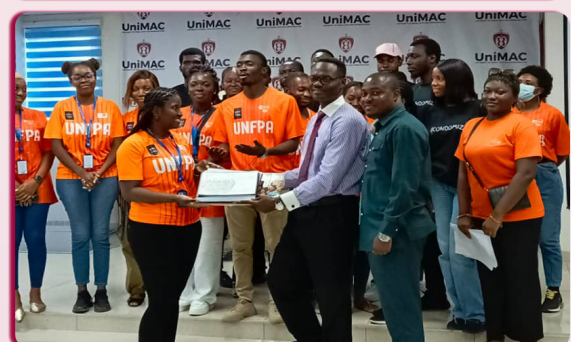
A team from Ebony Condoms provided valuable information on family planning methods and offered a practical demonstration on correct condom use. Representatives from the Planned Parenthood Association of Ghana (PPAG) and Marie Stopes Ghana were also present, offering essential services



such as free STI screenings, counselling, and referrals for further treatment. The Guidance and Counselling Officer of the University commended the collaborative effort.

This campaign provided an opportunity for students to ask questions and gain valuable insights about protecting their sexual health, he remarked.

The UNFPA YoLe Fellows' "Safe & Healthy Campaign" leveraged the festive spirit of National Chocolate Day to address a serious public health concern. By providing informative sessions, interactive activities, and essential services to the students. The campaign empowered students at UniMAC to make informed choices and prioritize their sexual health.



THE VENTURE VANGUARD

An Initiative of The Marketing & Advertising Departments - FOPAM

By: Sherif Mohammed

In the heart of the entrepreneurial spirit, the Marketing and Advertising departments of the FOPAM, successfully organized 'The Venture Vanguard', an entrepreneurship fair and business elevator pitch competition themed "Igniting Innovation: Pioneering Tomorrow's Entrepreneurs". This ambitious event provided students the opportunity to showcase their creative and innovative businesses as well as unleash their

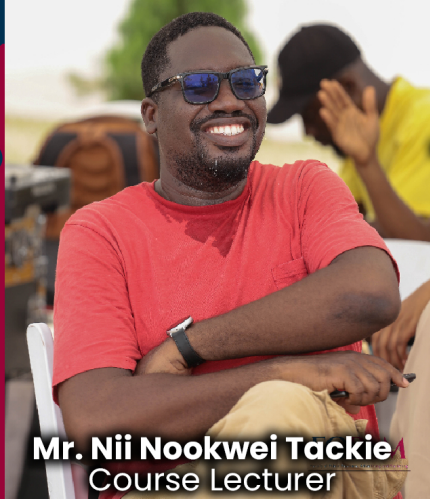
entrepreneurial prowess. The event also allowed students to apply their theoretical knowledge in real-world settings, arming them with the necessary skills to creatively create their own businesses. Each team passionately presented their businesses and showcased their products. Total Akoshi, one standout business, thrilled the audience and judges with its creative use of coconut husks

Featured Companies



Product Innovations





Mr. Nii Nookwei Tackie
Course Lecturer

THE VENTURE VANGUARD

An Initiative of The Marketing & Advertising Departments - FOPAM

to produce a variety of products suited to satisfy farmers' needs while making a profit. Total Akoshi showed an amazing ability to turn an often-overlooked resource into a diverse range of products, ranging from Akoshi flakes to Akoshi doormats, Akoshi compost, Akoshi water, and Akoshi oil.

Similarly, Penab, another brilliant business wowed the audience with its innovative line of coconut-based products, which included delicious coconut ginger toffee, coconut with pineapple juice, coconut with tiger nut juice, and caramel flakes. Penab demonstrated the endless possibilities of using coconut to create products and support environmental sustainability with other offerings like coconut husk bowls, husk bags, and shimmer oil.

However, the creativity didn't end there. Shea Unique, another simulated company also demonstrated skincare innovation, by manufacturing exquisite cosmetics made of refined Shea butter which is enhanced with organic ingredients such as strawberry, coconut oil, and peppermint.

Shea Unique showed a dedication to using the power of nature to improve beauty and well-being with an emphasis on nourishing the lips, hydrating the scalp, and relieving skin irritation.

The fair is a testament to the faculty's commitment to providing students with the necessary skills to fit into a society where innovation thrives. Join us next year.

Our Judges



Paa Kwesi



Alice



Gyau



Theo



Bright

Product Innovations



UNLEASHING Creativity

Developing Tomorrow's Workplace Leaders



By Sherif Mohammed

Since today's workplace is rapidly evolving, effective communication skills are more important than ever. Knowing the importance of cultivating these skills in future leaders, students embarked on a Professional Communication Workshop and a term project designed to equip them with the essential tools for success.

The purpose of the project was to task level 300 students to create their business communication plans for their simulated companies and present them competitively. From brainstorming sessions to the final presentation, the term project provided an opportunity for the students to be equipped with the nascent skills and competencies that are required for today's workplace.

Students had to use their critical thinking, writing, and problem-solving skills to navigate the challenges of developing communication strategies tailored to various publics. Through this practical approach, students were able to understand the complexities involved in written, oral, critical thinking and problem-solving skills, while developing their professional communication abilities.

Additionally, the project allowed students to apply their theoretical knowledge in real-world settings, arming them with the necessary tools and confidence to effectively manage the intricacies of professional communication.

Students created their simulated companies and meticulously created their communication strategies intending to solve corporate communication challenges that may occur in real organizations in the future.

One of the simulated companies that was outstanding and emerged winner is Ease Sanitary Company Limited; a manufacturing company that specialized in the production of sanitary pads, panty liners, and portable heating pads, demonstrated high competencies in the

development of a strategic plan to the admiration of all their colleagues and the examiners. Adehyeman Real Estate is also one of the simulated companies that demonstrated dynamism, innovativeness and commitment to excellence in property development, management, and investment.

With all intents and purposes, this term project has immensely prepared the next generation of leaders to succeed in diverse and competitive environments.

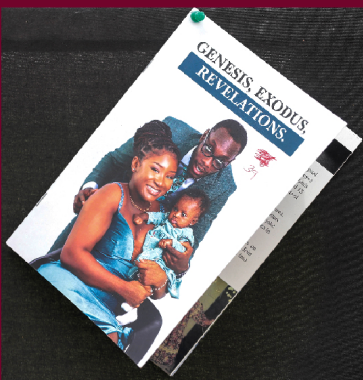
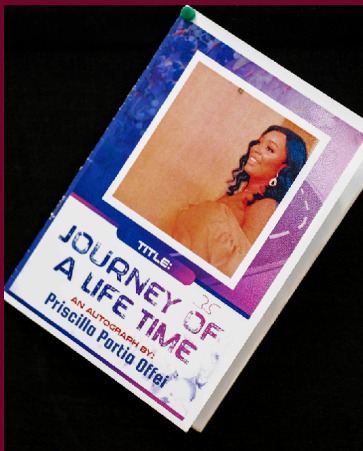
Thanks to the course lecturer who organized this project-based learning exercise to prepare students for the best practices in business communication.



An Exhibition of the Advertising Department - FOPAM

#PitchJam Project

In collaboration with the Venture Vanguard Entrepreneurship Fair 2024.



The Dying HERO

- IKE TANDOH WRITES

Everybody can indeed be happy amid happiness, but it takes only a courageous man to be happy amid misfortunes and hard times.

The house, which was formerly filled with joy and happiness, was now filled with sorrow and tears.

Papa Osei Kofi still lay motionless in bed. He has been bedridden for the past three months and there was no sign of his recovery. Many herbalists and special doctors all over the world have come to treat Papa Osei Kofi but all their efforts yielded no results. Papa Kofi was dying. The telephone rang and Kingsley answered, it was Queensley his twin sister. Kingsley and Queensley were the only children of Papa Osei Kofi. He always felt so proud of giving birth to twins; he was among the few people in his family who had given birth to twins.

This made him very proud of himself. His loving wife Maame Yaa Saa deserved all the credit.

After so many years of marriage, she was blessed with a child. She thanked her stars and praised God. They came at the right time. Papa Osei Kofi's parents had persistently pestered him to take another wife who could give him a child. As it is in typical Ghanaian society, after some years of marriage, the parents of the man (husband) become so impatient when the wife fails to conceive.

The wife is always accused of being unable to give birth but not the man. In-laws always keep pestering and if the woman

fails to give birth at the expected time, they all turn against her and start to nag the man to take another wife. They always forget that babies are blessings from God and that it is not everybody that God blesses with children. God has his plans and purposes for doing his things, but human beings do not understand. This habit from many mothers-in-law has resulted in several unplanned divorces. As obedient as Maame Yaa Saa was, she kept her faith in God and turned a deaf ear to all that his family and the entire town used to say about her. When God blessed her with the twins her happiness knew no bounds.

She was thankful to the Lord and took the twins to church to be blessed. They became very popular in their town because of Papa Kofi's reputation, which their birth helped to enhance. Papa Kofi on his part did his best to support his wife in those trying moments.

He always maintained his composure as a man and told his parents to be patient, for God's time was the best. He earned another nickname "Ataa Papa" when the twins arrived. He was the most famous person in his town because of his successful career as a footballer.

He was endowed with football skills, and no one could stop him when he gets the ball on the pitch. He always dribbled past all the defenders and buried the ball in the net. His football talent took him to so many places around the world. He became very rich because of his excellent skills in the game.

Culled from his book "MAMA IS GONE"



GALLERY



FO PAM



FOPAM Spotlight

April edition

This month's SPOTLIGHT is focused on three Faculty members blazing the research and publications trajectory globally.



Annals of the International Communication Association

Routledge
Taylor & Francis Group

ISSN: (Print) (Online) Journal homepage: www.tandfonline.com/journals/rica20

A systematic review of social media research in Ghana: gaps and future research avenues

Noel Nutsugah, Eva Kuupuolo & Theophilus Peculiar

To cite this article: Noel Nutsugah, Eva Kuupuolo & Theophilus Peculiar (26 Feb 2024): A systematic review of social media research in Ghana: gaps and future research avenues, Annals of the International Communication Association, DOI: [10.1080/23808985.2024.2323739](https://doi.org/10.1080/23808985.2024.2323739)

To link to this article: <https://doi.org/10.1080/23808985.2024.2323739>

 Published online: 26 Feb 2024.

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Mr. Noel Nutsugah



Ms. Eva Kuupuolo



Mr. Theophilus Peculiar

Congratulations to our FOPAM members. We acknowledge your efforts in advancing research in UNIMAC/FOPAM.

FOPAM PROGRAMMES

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Diploma in Public Relations

Bachelor of Arts in Communication Studies (Public Relations Option)

Bachelor of Arts in Public Relations with Marketing

Bachelor of Arts in Communication Studies (Public Relations Option)- (Top-up)

Bachelor of Arts in Public Relations with Marketing (Top-up)

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