

APCON Inducts 80 Students of Covenant University into Professional Advertising

Eighty students of Mass Communication, Covenant University have become the first to be inducted into professional advertising practice as members of the Advertising Practitioners Council of Nigeria (APCON). The groundbreaking event took place on Thursday, March 22, 2018 at the Covenant University Centre for Research, Innovation and Discovery (CUCRID), Ota, Ogun State.

The induction was the major highlight of the 2nd Annual Advertising Pitch Competition organized by the Mass Communication Department of the University to release its final year advertising students for professional industry practice. The event was declared open by the Vice-Chancellor, Professor AAA. Atayero, represented by the Deputy Vice-Chancellor, Professor Shalom Chinedu, witnessed by the Registrar, Covenant University, Dr. Olumuyiwa Oludayo; the Chaplain, Pastor Promise Omidiora; Director, Centre for Entrepreneurial Development Studies, Dr. Stephen Oluwatobi and faculty of the Department of Mass Communication.



A cross section of students of Mass Communication Department, Covenant University reading their statement of professional and ethical conduct during the 1st APCON Induction and 2nd Annual Advertising Pitch Contest held at Covenant University Centre for Research, Innovation and Discovery, recently.

Others were Council Chairman of APCON, Group Managing Director SO&U SAATCHI AFRICA and Lead Judge of the Pitch Contest, Mr. Udeme Ufot, MFR, Managing Director, STB McCANN Worldwide, Mrs. Omowunmi Owodunni and the Managing Director, Alphabet Media Academy Mr. Eki Adzufe.

In his special remarks, Professor Chinedu said that the Induction is a momentous achievement for Covenant University as well as a testimony of its vision to be one of the top ten universities in the world by 2022. He said that the University's leadership led by the Chancellor, Dr. David Oyedepo appreciates the recognition which the APCON Induction has bestowed on the institution.

While conducting the induction, Deputy Director, Membership Registration and Career Matters, APCON, Ms. Martha Onyebuchi informed the inductees that they were the first undergraduates of any higher institution to be APCON-certified in the history of advertising in Nigeria; and advised them to sustain the momentum of professionalism, integrity and ethics in the industry.

In his remark, the Dean of the College of Business and Social Sciences, Professor Philip Alege said that the induction is one of Covenant University's platforms for connecting with the industry, emphasizing that more collaboration with APCON at a global level should be expected very soon.

Welcoming the special guests, students and parents to the event, the Head of Mass Communication Department, Dr. Lanre Amodu stated that the Induction was strategically placed within the Pitch Contest to showcase the top level training which the students of the department acquired in four years, in line with both the academic standards of the National Universities Commission (NUC) and professional syllabus of APCON. He said that the department offers the best and most robust Mass Communication teaching and learning in the country; noting that the integrated academic and professional package of the University places its graduates ahead of their contemporaries anywhere in the world.

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