



**SCHOOL OF
MEDIA AND
COMMUNICATION**
PAN-ATLANTIC UNIVERSITY

 **VERDANTZEAL**



VERDANT ZEAL COLLOQUIUM ON SUSTAINABLE MARKETING COMMUNICATION

May 16-17, 2024

The core objective of this colloquium is to create a network of academics and professionals, who will be encouraged to adopt marketing communication tools and techniques for promoting sustainable growth for organizations in Nigeria.

This Colloquium is organized by:

The Centre for Media and Communication Research (CMCR), School of Media and Communication, Pan-Atlantic University

Supported by:

The Verdant Zeal Group

EVENT PROGRAMME

Day One: Thursday, 16th May 2024

10:00 AM-10:10 AM: OPENING CEREMONY

- **Welcome address** by IK Obiaya, Dean, School of Media and Communication, Pan-Atlantic University
- **Opening remark** by Dipo Adesida, Chief Operations Officer, Verdant Zeal Group

10:10 AM- 11:10 AM: PANEL DISCUSSION

Panel Members

Lanre Amodu, Covenant University (**Panel Chair/Moderator**)

Dipo Adesida, Chief Operations Officer, Verdant Zeal Group

Presly Ogheneruke Obukoadata, University of Calabar

Abiodun Ogunsola, Sustainability Manager, Dangote Cement Plc.

Tayo Fagbule, Editor, BusinessDay

Abimbola Odimayo-Olabode, Head of Category, Home Care, PZ Cussons Nigeria

11:10 AM - 11:20 AM: SHORT-BREAK

12:00 PM - 2:30 PM: BREAKOUT SESSIONS/ PAPER PRESENTATIONS

SESSION 1 // SUSTAINABLE MARKETING COMMUNICATION AND ADVERTISING IN NIGERIA

Session Chair: Presly Ogheneruke Obukoadata, University of Calabar

Co-Session Chair: Darlington Yartey, Covenant University

Re-thinking Sustainable Out of Home Advertising: The Evolution of Conscious Public Space Engagement. - *Akachi Ngwu, Pan-Atlantic University*

Heralding Sustainable Marketing Communication Practices among Business Organizations in Nigeria: The Imperative of Sustainability Advert - *Okechukwu Chukwuma, St. Augustine University of Tanzania*

The Evolution of Advertising in Nigeria: Promoting Local Content for Sustainable Development - *David Ogundele, Babcock University*

Sustainable Marketing Communication in the Digital Age of Advert Blocking: Implications for Telecommunication Service Providers - *Omolola Oluwasola, Federal University, Oye-Ekiti*

Balancing Religion and Innovation: Towards a Sustainable Advertising Practice in Nigeria - *Oluwatosin Ogunnariwo¹ and Ayanfeoluwa Oyewo², Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State¹, Ajayi Crowther University, Oyo, Oyo State²*

12:00 PM-2:30 PM

SESSION 2 // SUSTAINABLE MARKETING COMMUNICATION AND BRAND MANAGEMENT IN NIGERIA

Session Chair: Ngozi Okpara, Pan-Atlantic University

Co-Panel Chair: Usaini Suleimanu, New Castle, UK

Sustainable Brand Narratives: How Influential are the Influencers in Marketing Brands in Nigeria? - *Queen Odoemelam, University of Benin*

AI-Powered Sustainable Marketing for Brand Engagement in Nigeria - *Evans Adeniyi, Pan-Atlantic University*

Strategic Communication Imperatives and Socio-ecological Exploration for Re-Marketing the Nigerian Brand - *Stanislaus Iyorza, University of Calabar*

Harnessing Electronic Word of Mouth for Sustainable Brand Management: Opportunities and Challenges in the Digital Era - *Grace Adeyemo, University of Ibadan*

12:00 PM-2:30 PM

SESSION 3 // SUSTAINABLE MARKETING COMMUNICATION AND PUBLIC RELATIONS IN NIGERIA

Session Chair: Lanre Amodu, Covenant University

Co-Panel Chair: Mofoluke Akoja, Babcock University

Mastering Social Media and Information Management in Nigeria - *Esther Apejoye-Okezie, University of Calabar*

Happy to be Influenced: Social Media Users' Acceptance of Influencers' Messages in Nigeria. - *Aishat Olanrewaju, Corporately Lucid Limited*

Exploring the Power of Images and Videos in Visual Storytelling and Content Marketing - *Joyce Austen Onyekuru, Federal University Otuoke*

Greenwashing or Green hushing: Analyzing sustainability reporting by the FUGAZ in the Nigerian Financial Ecosystem - *Marita Ifunanya Odimgbe, Pan-Atlantic University*

Online Survey of Traditional Media Usage of Twitter - *Udeogu Kelechi, Ignatius Ajuru University of Education*



12:00 PM-2:30 PM

SESSION 4 // SUSTAINABLE MARKETING COMMUNICATION AND MARKETING IN NIGERIA

Session Chair: Christian Odoemelum, Igbenedion University

Co-Panel Chair: Anne Odoh, Pan-Atlantic University

Online Marketing and Advertising in Nigeria: Issues and Challenges - Ata-Awaji Reuben, Topfaith University

Impact of Integrated Marketing Communication of Select Sachet Water Companies on Customers' Behaviour in Owo - Pius Owoicho Ogwuche, Adeleke University

Women's Representation in Corporate Leadership: Corporate Reputation and Consumer Trust - Ifeyinwa Awagu, Pan-Atlantic University

Critical Analysis of Communication Barriers in Selected Billboards in Ibadan Metropolis, Nigeria. - Kamoru Salaudeen, Olabisi Onabanjo University

2:30 PM-2:35 PM: CLOSING REMARK

Day Two: Friday, 17th May 2024

10:00 AM-10:15 AM: OPENING SESSION

Opening remarks (**Moderator**)

Facilitators Citations

10: 15 AM-11: 45 AM// WORKSHOP SESSION

Marketing Communication and Brand Management in Nigeria - Dipo Adesida, Chief Operations Officer, Verdant Zeal Group

Mastering Social Media and Content Marketing for Business Growth - Olawale Adesina, Digital & Social Media Manager, Verdant Zeal Group

11:45 AM- 12:00 PM: SHORT BREAK

12:00 PM-2:30 PM: BREAKOUT SESSIONS/ PAPER PRESENTATIONS



12:00 PM-2:30 PM

SESSION 5 // SUSTAINABLE MARKETING AND HEALTH COMMUNICATION IN THE DIGITAL AGE

Session Chair: Presly Ogheneruke Obukoadata, University of Calabar

Co-Panel Chair: Nelson Okorie, Pan-Atlantic University

Leveraging Marketing Techniques for Malaria Health Communication in Northern Nigeria: A Case Study - Ajuma Abah, Cybersecurity Institute at Lab Four

Inclusion of Persons with Disabilities (PWDs) in Advertisements and Perceived Equity of Nigerian Brands - Mofoluke Akoja, Babcock University

Navigating the post-Covid-19 Health Marketing Landscape: Harnessing Social Media Tools for Success - Segun Oke, Pan-Atlantic University

Sustainable Marketing Communication Practices in Nigeria's Digital Landscape: Emerging Trends and Current Issues - Anne Odoh, Pan-Atlantic University

12:00 PM-2:30 PM

SESSION 6 // SUSTAINABLE MARKETING COMMUNICATION IN SMES IN NIGERIA

Session Chair: Christian Odoemelam, Igbinedion University

Co-Panel Chair: Babatunde Adeyeye, Covenant University

The Role of Instagram Videos on the Growth of Female-owned Small Businesses in Lagos, Nigeria. - Temitope Falade, Pan-Atlantic University

Influence of Sustainable Social Media Marketing in Enhancing SME Performance: A Study of Oke-Ilewo, Abeokuta, Ogun State - Omolayo Jegede, Babcock University

Effect of Social Media Marketing as a Sustainable Communication Tool on the Performance of Small and Medium Enterprises (SMEs) in Cross River State, Nigeria - Agnes Basse, University of Calabar

Marketing Goods in the Nigerian Circular and Shared Platform Economy: Marketing Goods in The Nigerian Circular Economy: An Analysis of Declutterdotcom Re-Commerce Instagram Page - Marita Ifunanya Odimgbe, Pan-Atlantic University

2:30 PM-2:35 PM - CLOSING REMARK

Thank You