



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION

SEPTEMBER-DECEMBER 2025 TRISEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: PRC 301

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

INSTRUCTOR: CALEB RATEMO

PROJECT: Leveraging Digital Media for Effective Public Relations Campaigns

Project Overview:

Digital media has transformed the practice of public relations, enabling organizations to communicate directly with stakeholders, manage their reputations, and respond quickly to issues. For this project, you will design and evaluate a **digital PR campaign** for an organization of your choice, applying PR theories, strategies, and digital media tools.

Project Objectives:

By the end of this project, students should be able to:

1. Demonstrate understanding of digital media platforms and tools for PR.
2. Apply PR theories and strategies in a digital context.
3. Design a digital PR campaign addressing a real or hypothetical organizational issue.
4. Evaluate the potential effectiveness of digital media strategies.

Project Task:

1. **Select an organization:** Choose a company, NGO, or institution that could benefit from a digital PR campaign.
2. **Conduct a Situational Analysis:** Identify the organization's PR challenge or opportunity and target audience.
3. **Design a Digital PR Campaign:**
 - Develop clear **objectives** for your campaign.
 - Propose **digital strategies and tools** (social media, email, content marketing, influencer collaborations, etc.).
 - Draft **key messages** and sample posts/graphics for at least **two digital platforms**.
4. **Implementation Plan:** Outline a campaign timeline and responsible personnel.
5. **Evaluation Metrics:** Explain how campaign success will be measured (engagement rates, media mentions, sentiment analysis, surveys, website analytics, etc.).
6. **Reflection:** Discuss lessons learned and potential improvements.

Length: 2,500–3,000 words (excluding visuals)

Submission Deadline: Exam Day

Project Structure / Suggested Sections:

1. **Cover Page & Table of Contents**
2. **Introduction** – Organization background and PR challenge
3. **Theoretical Framework** – Relevant PR and digital media theories
4. **Situational Analysis** – SWOT, audience mapping, competitor analysis
5. **Digital Campaign Design** – Objectives, strategies, content examples
6. **Implementation Plan** – Timeline, responsibilities, channels
7. **Evaluation and Metrics** – KPIs and monitoring plan
8. **Reflection and Recommendations** – Lessons learned, improvements
9. **References** – APA 7th edition

MARKING GUIDE

PRC 301: Marking Guide / Rubric (60 Marks)

Assessment Area	Description	Marks	Indicators of Performance
1. Understanding of Digital Media & PR Concepts	Demonstrates knowledge of digital media platforms, PR theories, and strategic communication	10 marks	Excellent (10): Strong theoretical integration; Good (5–9): Adequate understanding; Poor (0–4): Weak or incorrect concepts
2. Situational Analysis	Identifies PR challenge, audience, and organizational context	10 marks	Excellent (10): Clear, insightful, evidence-based; Good (5–9): Adequate but lacks depth; Poor (0–4): Superficial or incomplete
3. Campaign Design & Strategies	Creativity, relevance, and feasibility of digital strategies, key messages, and sample content	10 marks	Excellent (9–10): Innovative, well-structured, realistic; Good (5–8): Reasonable but less creative; Poor (0–4): Weak or unclear
4. Implementation Plan	Timeline, roles, and platform selection	8 marks	Excellent (8): Detailed and feasible;

			Good (4–7): Adequate but missing details; Poor (0–3): Unclear or missing
5. Evaluation Metrics	Clear KPIs and monitoring plan for campaign success	6 marks	Excellent (6): Practical, measurable, and relevant; Good (3–5): Somewhat practical; Poor (0–2): Missing or vague
6. Reflection and Recommendations	Critical reflection on lessons learned and potential improvements	8 marks	Excellent (8): Insightful and actionable; Good (4–7): Some reflection; Poor (0–3): Minimal or missing
7. Organization & Presentation	Structure, coherence, grammar, referencing, visual clarity	8 marks	Excellent (8): Well-organized, polished, proper referencing; Good (4–7): Minor lapses; Poor (0–3): Disorganized or poorly presented

Total: 60 Marks