



**Pan Africa**  
**Christian University**

**CAMPUS:** ROYSAMBU ONLINE

**SEMESTER:** JANUARY APRIL 2025

**COURSE TITLE:** PUBLIC RELATIONS CAMPAIGNS

**COURSE CODE:** PRC 300

**LECTURER:** JULIET MWANGI

**INSTRUCTIONS:** SECTION A IS **COMPULSORY**. ANSWER ANY **THREE** QUESTIONS FROM SECTION B.

#### **SECTION A**

##### **QUESTION ONE – COMPULSORY**

- a. Explain the difference between **PR campaigns** and **advertising campaigns**. Provide one example to illustrate your answer. (6 marks)
- b. A non-profit organization wants to launch a PR campaign to raise awareness about climate change. Explain two **PR tactics** they could use and how each tactic would help achieve the campaign's goal. (4 marks)

#### **SECTION B- ANSWER ANY THREE QUESTIONS.**

##### **QUESTION TWO**

- a. Theories explain why public relations is relevant and useful to organizations, theories also guide practitioners when designing PR campaigns. Discuss two theories related to public relations campaigns and give an application in PR campaign (6 marks)
- b. Describe four ways you can utilize new media for your public relations campaigns (4 marks)

##### **QUESTION THREE**

Art Caffe, a chain of coffee houses, conducted market research and found that college students would be an excellent audience for its product and services. The research emphasized one challenge: half of the students know what art Caffe means, but nearly all (82 percent) agreed/strongly agreed that art Caffe deserves their business. To this end, Art Caffe has contacted your public relations firm and asked you to develop a PR campaign.

Using this example, Analyze the stages of a PR campaign (10 marks)

#### **QUESTION FOUR**

a. Ethos is communication effectiveness based on the character of the speaker and on the common ground shared by speakers and audiences. Discuss three uses of this messaging strategy for your PR campaigns (6 marks)

b. Explain two methods of evaluating PR campaigns (4 marks)

#### **QUESTION FIVE**

Evaluate the effectiveness of a PR campaign that uses celebrity endorsements to promote a brand. Discuss four potential benefits and risks of this campaign (10 marks)