



School of Humanities and Social Sciences

Department of Communication, Languages and Linguistics

Course Code: PRC 300

Course Title: PR Campaigns

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

SECTION A

Question 1

- a. Briefly explain your understanding of Public Relations Campaigns (1mark)
- b. As the PR practitioner for PAC University, your manager has asked you to give a presentation on the need for launching a PR campaign. Justify three reasons for launching a PR Campaign. (3 marks)
- c. Describe any **three** benefits of segmenting your publics for PR campaigns. (3 marks)
- d. Explain the two-way symmetric model and how it applies to PR campaigns. (3 marks)

SECTION B

Answer any three questions.

Question 2

- a. Describe four ways you can utilize digital media for your public relations campaigns. (2 marks)
- b. Theories explain why public relations is relevant and useful to organizations. They also guide practitioners when designing PR campaigns. Discuss two theories related to public relations campaigns and give an application for each. (8 marks)

Question 3

a. The news media are communication vehicles that exist primarily to present newsworthy information to various audiences. As a practitioner, discuss **two** ways you would use this tactic for PR campaigns. (5 marks)

b. Discuss two ethical considerations to adhere to when designing PR campaigns. (5 marks)

Question 4

Art Caffè, a chain of coffee houses, conducted market research and found that college students would be an excellent audience for its products and services. The findings emphasized one challenge: that only half of the target market know about Art Caffè. To this end, Art Caffè has contacted your public relations firm and asked you to develop a PR campaign.

Using the above brief, Analyze the first three stages of a PR campaign. (10 marks)

Question 5

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)