



Pan Africa
Christian University

CAMPUS: ROYSAMBU DAY

SEMESTER: JANUARY APRIL 2025

COURSE TITLE: CORPORATE ADVERTISING

COURSE CODE: PRC 303

LECTURER: JULIET MWANGI

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

SECTION A

QUESTION ONE – COMPULSORY

PAC University is planning to launch a short course on digital journalism. Based on your understanding of the classification of advertising, discuss **four** classification of advertising they should use to promote the course. Use relevant examples to support your answer.

(10 Marks)

SECTION B- ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a. A company is launching a new line of premium athletic shoes targeting young professionals aged 25-35 who value style, comfort, and sustainability.
 - i. Describe **two** market segmentation approaches they can use to target this audience effectively. (4 Marks)
 - ii. Suggest **one** marketing strategy the company could use to communicate this positioning to the target audience. (2 Marks)
- b. Discuss **two** principles you would adhere to in creating a print advert (4 marks)

QUESTION THREE

Assume you are the advertising manager for your company, and you need to launch a new line of energy drinks targeting college students. Your team needs to ensure the advertising campaign is effective and resonates with the target audience. Discuss **four** types of research the company should conduct before designing the campaign and how each will contribute to the campaign's success.

(10 Marks)

QUESTION FOUR

Safaricom PLC, a leading telecommunications company in Kenya, considers corporate governance and ethical behavior as part of their commercial sustainability.

- i. Justify **two** advertising media they would use and how it will promote their corporate reputation. (5marks)
- ii. Explain **two** target audiences for their corporate advertising and reputation

(5marks)

QUESTION FIVE

Kenya Commercial Bank (KCB) a leading financial institution in Kenya, frequently runs corporate advertisements promoting its services, brand values, and customer engagement. Evaluate the effectiveness of **four** strategies of KCB's corporate advertising campaign; "**We are More**", which emphasize empowerment and financial inclusion. (10 marks)