



CAMPUS: ROYSAMBU- BLENDED

SEMESTER: MAY AUGUST 2025

COURSE TITLE: PUBLIC RELATIONS STRATEGY

COURSE CODE: PRC 206

LECTURER: JULIET MWANGI

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

SECTION A

1. PAC University is planning to expand its corporate business and leadership short courses to reach a global audience. A Public Relations strategy is needed to advertise these short courses and attract enrolments from diverse geographic regions.

- a. Formulate two smart objectives from the question above (2 marks)
- b. Discuss two messaging strategy designs you would use for the Public Relations Strategy (4 marks)
- c. Explain two tactics to use and how to implement them in the Public Relations strategy (4marks)

SECTION B

ANSWER ANY THREE QUESTIONS

2. Using relevant examples for each, describe the relationship between issues, risk and crisis management in developing a public relations strategy.

(6 marks)

- b. As a Public Relations strategist explain any two situations that warrant the use of two sided arguments. (4marks)

3a. A government agency is launching a public health campaign to promote vaccination against a contagious disease. Discuss three proactive strategies you would use in this situation. (6 marks)

b. Discuss two elements of measurement and evaluation in public relations strategy
(4marks)

4. Raisin Reserve is a new start-up company in Kenya specializing in producing export grade Arabica coffee. As the Public Relations practitioner for this start up,

a. Discuss four ways you would use PEST analysis in Public Relations Strategy for this start-up company
(8marks)

b. Illustrate two ways the start-up company would position itself against its competitors
(2 marks)

5. Reflecting on the key concepts covered in this Public Relations Strategy course, Analyze four ways an effective PR strategy aligns with organizational goals, and engages stakeholders. Support your response with relevant examples.
(10 marks)