



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

PRC 300: PUBLIC RELATIONS CAMPAIGNS PRACTICAL EXAM_

LECTURER: JULIET MWANGI

INSTRUCTIONS:

- Guidelines for submission are on the last page
- To be submitted on the actual day of the exam as indicated on the timetable

RUBRICS FOR ASSESSING PUBLIC RELATIONS CAMPAIGNS- PRC 300

Introduction

Give a two paragraph description of the type of public relations campaign you are designing.

A three paragraph justification as to why you are running the campaign e.g., public education campaign on drug abuse... etc.

Give a title for your Public Relations campaigns, a logo and a slogan

A. Requirements – Use the smith 4 phase 9 step model

I. PHASE ONE – FORMATIVE RESEARCH

Step 1- Analyzing The Situation

An explanation of the situation that requires you to run the Public Relations campaigns

Use PEST analysis to analyze the situation.

Maximum of 5 points

Step 2- Analysis of The Organization

An explanation about your organization.

Use SWOT analysis to analyze your organization

Maximum 5 points

Step 3- Analysis of publics

A description of your target publics, at least five publics

Justify and explain why they are your target publics

Use three demographic and two psychographic analyses to segment your publics

The publics should be related to your Public Relations campaigns

Avoid generalizing your publics

Research techniques- give an explanation of the research and analysis used to get the information on the situation and publics in step 1 and 3.

II. PHASE TWO – STRATEGY

Step 4 – Establish Goals and Objectives

Formulate FIVE SMART objectives, specific, measurable, attainable, realistic and time bound.

They should be related to your Public Relations campaigns.

Step 5- Effective Communication

Describe, and justify the communication techniques that you will use in your campaign.

Use maximum of five communication techniques, they include:

- Interpersonal communication
- Mediated communication
- Persuasive techniques, either logos, ethos or pathos.
- Digital media techniques.
- Publicity
- Newsworthy information

Step 6- Action/ Response Strategies

Explain and justify the strategies you used, depending on your Public Relations campaigns, either action **or** response strategies.

III. PHASE THREE – TACTICS

Step 7 – Communication Tactics

Describe and justify the communication tactics you will use, and they must be related to your campaign.

They include:

- Interpersonal
- Organizational media
- News media
- Advertising media

Include any tangible communication tactic used in your campaign- eg, brochures, print advert, fliers, booklets etc.

Step 8 –Implementing The Strategic Plan

This requires pattern and frequency of your communication tactics, timelines of tasks to be accomplished.

Have a schedule to show timeline of tasks.

Use the Gantt chart, and give an explanation justifying its use.

Resources – have a budget of the full cost of the tactics including; personnel, material, media cost, equipment, facilities and administrative cost.

IV. PHASE FOUR – EVALUATIVE RESEARCH.

Step 9 -Evaluating your Public Relations campaign

Use any five forms of evaluation, to measure the success of your campaign against objectives.

Avoid vague and ambiguous evaluation, e.g. our campaign used press releases.

Instead, make it clear and detailed on how it was distributed and the effect it had on the Public Relations campaigns.

Additional Requirements

Include:

- A theory and explain how it is related to your Public Relations campaigns
- Challenges encountered in campaign development
- Ethics adhered to in designing, implementing and evaluating the campaign
- Appendix: any relevant tactic used for the campaign
- Recommendation and /or continuous monitoring

B. Submission requirements

- This is a group assignment, work in groups of 4.
- Present work individually on the LMS. This will be done by uploading it on the google drive and share the link with the lecturer
- Attach in the appendix section all relevant materials used.
- Submit a report on the roles and contribution of each member in the group.
- **NO PROJECT WILL BE ACCEPTED AFTER THE EXAM DATE.**
- Backup your work, so that you don't give excuses of crashed computers etc

C. Evaluation Criteria

Excellent (E), Very Good (VG), Good (G) Average (AV.) Fail (F)

S/NO.	Criteria and points assigned	E	VG	G	AV.	F	TOTAL		
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1	Cover Page – 1 mark - Name of the institution - Name and registration number								
2	Title of the Public Relations campaigns –1 mark								
	Logo- 1mark								
	Slogan -1 mark								
3	Table Of Contents -3marks								
4	Introduction –								
	Description of the campaign 2 marks								
	Justification for the campaign 3marks								
5	Phase One- Formative Research								
	Step1 –Analysis of the situation (PEST Analysis) 5marks 5 points								
	Step 2- Analysis of the organization (SWOT analysis) 5points -5marks								
	Step 3-Analysis of publics Demographics characteristics 3points 3marks								
	Psychographic characteristics –2 points 2marks								
	Five Research techniques- 5marks								

6	Phase Two – Strategy								
	Step 4- establish goals and objectives								
	Five SMART objectives – 5 marks								
	Step 5- Effective Communication								
	Five communication techniques – 5 marks								
	Step 6 -action and response strategies –								
	Five action OR response strategies – 5marks								
7	Phase Three- Tactics								
	Step 7- tactics								
	Five tactics – 5points @ 2marks =10 marks								
	Step 8- Implementation								
	Each tactic in step 7 and how it was implemented 5 points @ 2 marks = 10 marks								
8	Phase Four – Evaluation And Review								
	Step 9- evaluation of each objective formulated in step 4 5points @2 marks= 10 marks								
9	Theory related to the Public Relations campaigns								
	Description of the theory – 1mark								

	Application to the Public Relations campaigns – 2marks								
10	Challenges encountered Any challenges 5 marks								
11	Ethics adhered to 5 points @1 mark = 5 marks								
12	Recommendations/continuous monitoring 5 points @1 mark = 5 marks								
13	Appendix All relevant materials used in the Public Relations campaigns design 5marks								