



CAMPUS: ONLINE CAMPUS

SEMESTER: SEPTEMBER-DECEMBER 2021

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

Question 1

- a. Define the following terms-
 - i. Strategy (1marks)
 - ii. Tactic (1 marks)
- b. Distinguish between formative research and evaluative research. (2marks)
- c. Describe the role of Public Relations strategy in achieving overall organisation objectives (2 marks)
- d. Give reasons for each of the following
 - i. Identifying publics (1marks)
 - ii. Analysing the organisation (1 marks)
- f. Describe the value of planning for Public relations programs (2marks)

Section B

Answer any three questions.

Question 2

- a. Assume you are a PR strategist for PAC University and you are faced by an issue. Briefly describe the issue affecting your organization.(4 marks)

- b. From the issue mentioned above, explain three the strategies you would use to respond to the issue(6 marks)

Question 3

- a. Persuasion is very important when it comes to designing message strategy. Illustrate and discuss two types of persuasive strategies you would use for public relations strategic planning. (4 marks)

Art coffee house is relaunching, they intend to use non-verbal communication strategies.

- b. Identify two of these strategies (2 marks)
- c. Explain two roles of non-verbal communication in PR strategy. (4 marks)

Question 4

Assume you are the Public Relations practitioner and you are running a Public Relations strategy for a real estate company to create awareness.

- i.Explain three target publics (3 marks)
- ii. The communication tactics you would use. (3 marks)
- iii.Discuss two evaluation tools you would use for the real estate company (4 marks)

Question 5

- a. Explain two types of objectives for PR strategy (4marks)
- b. News media provide opportunities for the credible presentation of organizational messages to large audiences. Illustrate three news media tactics and discuss three ways in which you would use the strategy of news media tactics. (6marks)