



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION, LANGUAGE AND LINGUISTICS

CAMPUS: ONLINE

SEMESTER: MAY AUGUST 2022

COURSE TITLE: PUBLIC RELATIONS STRATEGY

COURSE CODE: PRC 206

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

TIME: 3HOURS

SECTION A

Question 1

- a) Explain your understanding of these terms
 - i. Strategic public relations (1mark)
 - ii. Tactics (1 mark)
 - iii. Integrated communication (1 mark)
- b) Distinguish between
 - i. Evaluation and review (2 marks)
 - ii. Risk, crisis and issue (3 marks)
- c) Give reasons for each of the following
 - i. Segmenting the publics (1 marks)

ii. PEST analysis in PR strategy

(1 marks)

Section B

Answer any three questions.

Question 2

- a) Technology has changed the discipline of public relations. Describe two communication technologies and their impact on public relations. (5 marks)
- b) Discuss five roles of verbal and non-verbal communication in PR strategy. (5 marks)

Question 3

- a) Discuss the dialogue model of persuasion and how you can use it in PR strategy message design. (4 marks)
- b) Scholars in PR strategy say 'tactics should be linked to strategy', using **three** examples explain this statement. (6 marks)

Question 4

Assume you are a Public Relations practitioner and you are developing a Public Relations strategy for PAC University to create awareness.

- i. Explain three target publics. (3 marks)
- ii. Three communication tactics you would use for your target publics. (3 marks)
- iii. Explain how you would package and implement the tactics used in ii above. (4 marks)

Question 5

- a) Explain **two** types of objectives for PR strategy (4 marks)
- b) As a PR strategist, explain **three** reasons why you would consider using interpersonal communication tactics instead of advertising and promotional media tactics. (6 marks)