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 2026 TRIMESTER

CAMPUS: ROYSAMBU

PRC300-: PUBLIC RELATIONS CAMPAIGN

Task- Design a strategy for PR Campaign

Description

The student will select a relevant PR campaign

Product Launch. Corporate, Charity, Community Outreach

Groups of 2 students

TESTS	**PRC300 Grading Rubric**						
1	**Describe the Public Relations Contexts: in the selected campaign (stakeholders, publics, organizational characteristics, resources, and timescales)**	10	9–10 marks Demonstrates comprehensive analysis of PR environments and contextual factors	7–8 marks Demonstrates good knowledge of PR contexts and factors	5–6marks Shows basic understanding of PR contexts and factors	3–4 marks Limited understanding of PR contexts	0–2marks No clear understanding of PR contexts

2	**Provide a background, conduct a baseline/ analysis for pr activity**	15	13–15 marks Thorough and evidence-based background research with strong analysis	10–12: marks Good research with relevant analysis	7–9: marks Adequate research with limited depth	4–6 marks Weak research findings	0–3 marks Inadequate or missing research
3	**Campaign Planning: Develop a PR campaign plan: set goals and formulate objectives**	15	13–15: marks Clear, SMART, measurable, and strategic objectives	10–12: marks Well-defined goals and objectives	7–9: marks Basic goals and objectives lacking detail	4–6: marks Weak defined objectives	0–3: marks Goals and objectives missing
5	**To determine a theory to apply: Show how the tenets and the Principles of Public Communication Campaigns Apply**	8	8-7: marks Excellent integration of communication theories and principles	6-5 marks Good application of campaign principles	4- 3 marks Fair use of communication theories	2 marks Limited application of theory	0-1 marks No evidence of theory or principles
4	**Create messages for the campaign Message: Justify design and strategy, strong themes,**	10	13–15: marks Highly persuasive messages with strategy	10–12: marks Appropriate messages	7–9: marks Acceptable messages and strategies	4–6: marks Weak messages	0–3: marks Ineffective or missing strategies
6	**Determine the Media channel choice and strategy and justify the suitability.**	10	9–8 marks Excellent use of media platforms	7- 8 marks Appropriate media selection	5–6 marks Fair media selection and messaging	3–4 marks weak media selection and weak strategy	0–2 marks poor Inappropriate media
7	**Describe the Pitching**	10	9–10 marks	7–8 marks	5–6 marks	3–4 marks	0–2 marks

	method to apply PR Pitches, Campaigns, Program Proposals		Highly professional, persuasive, and confident presentation	Clear and organized presentation	Fair presentation with limited confidence	weak presentation skills	An incomplete or poorly delivered presentation
8	**Conduct Audience analysis. Describe the segmentation as applicable to their PR Campaign Design**	8marks	8-7 marks Clear audience targeting and innovative campaign design	6-5 marks Good audience segmentation and design	4-3 marks Basic audience identification and design	2 marks Weak segmentation and design	0-1 marks No audience targeting or design
9	**Describe the Implementation and how the Campaign strategy will be executed**	8marks	9- 10: marks Detailed and realistic implementation plan	7- 8: marks Realistic and workable implement ation plan	5–6: marks Adequate implement ation plan	3–4: marks Weak planning skills	0–2: marks No practical implement ation plan
10	**Campaign Evaluation Methods: Justify the metrics to be applied in the measurement of the outcomes**	6	6 marks Excellent use of evaluation tools and reporting	5-4 marks Good use of evaluation methods	3 marks Basic use of evaluation methods	2 marks Weak evaluation methods	0–1 marks No clear evaluation methods
11	**Presentations/ The whole document**	Peer grading- **10 marks**					
TOTAL	100						