



DEPARTMENT

OF COMMUNICATION, LANGUAGES & LINGUISTICS
PRC 300: PUBLIC RELATIONS CAMPAIGNS
SEPTEMBER 2020 Semester

Instructor: Dr. Nyaga

Final Project (Campaign Proposal)

Your final project this semester is a PR campaign proposal that accounts for 40% of your final grade. You will need to plan several aspects of a PR campaign for your client and present these in a comprehensive 7-10-page document excluding cover page and reference section. Use the situation below to build your campaign.

Your client is the State Department for Gender, in the Ministry of Public Service and Gender in Kenya. The Department has hired your firm to develop a comprehensive campaign proposal to combat Gender Based Violence (GBV) in Kenya.

Following are the deliverables for your project:

1. The name, mission and vision of your firm. **(5 marks)**
2. A title page including date, programme/campaign name, client's name and contact details and team members involved in the project. **(3 marks)**
3. An executive summary that gives an overview of the entire proposal **(6 marks)**
4. Table of contents giving the name and page number of each section **(3 marks)**
5. Background information on your subject. This introduces the **problem (situation)** and the **problem statement** and a comprehensive background about Albinism. This section should incorporate a literature review. **(10 marks)**
6. Three SMART objectives **(3 marks)**

7. A description of your audiences both primary and secondary (their demographics and psychographics) **(5 marks)**
8. A detailed strategy including the key message, campaign slogan and the proposed tactics. Provide a rationale for the suggestions that you make here and these must be based on your situational analysis and objectives. **(10 marks)**
9. A calendar detailing proposed campaign activities, deadlines and people responsible. **(10 marks)**
10. A realistic budget **(5 marks)**
11. The evaluation plan detailing how you plan to monitor the campaign and carry out final evaluation. **(5 marks)**
12. Your paper must be written in APA format and must include a reference section. **(5 marks)**
13. Creativity **(5 marks)**

The campaign proposal is due on December 8th 2020.

Plagiarism, whether partially or wholly, will result in an F grade.