

Tutorial Letter 101/3/2018

Advertising and Public Relations COM3708

Semesters 1 and 2

Department of Communication Science

This tutorial letter contains important information
about your module.

BARCODE

CONTENTS

	<i>Page</i>
1 INTRODUCTION	3
2 PURPOSE AND OUTCOMES	3
2.1 Purpose	3
2.2 Outcomes	4
3 LECTURER(S) AND CONTACT DETAILS.....	4
3.1 Lecturer(s)	4
3.2 Department.....	5
3.3 University	6
4 RESOURCES	6
4.1 Prescribed books	6
4.2 Recommended books	7
4.3 Electronic reserves (e-reserves)	7
4.4 Library services and resources information.....	8
5 STUDENT SUPPORT SERVICES.....	8
6 STUDY PLAN.....	10
7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING.....	10
8 ASSESSMENT	10
8.1 Assessment criteria.....	10
8.2 Assessment plan	10
8.3 Assignment numbers	10
8.3.1 General assignment numbers	10
8.3.2 Unique assignment numbers	10
8.4 Assignment due dates.....	11
8.5 Submission of assignments	11
8.6 The assignments	12
8.7 Other assessment methods	58
8.8 The examination	58
9 FREQUENTLY ASKED QUESTIONS	59
10 IN CLOSING.....	59

Dear Student

1 INTRODUCTION

Welcome to the Department of Communication Science. We hope you will enjoy this Advertising and Public Relations Module. We are confident that you will excel in this module if you study this tutorial letter and all the other prescribed study material. We will do our best to help you to study this module successfully. Start studying early in the semester and make sure you complete the assignments properly. You are most welcome to contact your lecturers if you need assistance.

PLEASE NOTE:

COM3708 is a semester module. You must therefore complete the module you have enrolled for by the end of the semester. If you are registered for semester 1 you must complete the module by writing the May/June examination. If you are registered for semester 2 you must complete the module by writing the October/November examination.

All students must submit the portfolio assignment.

2 PURPOSE AND OUTCOMES

2.1 Purpose

The purpose of this module is to help you gain a better understanding of the theory underlying Advertising and Public Relations, and to afford insight into the practice of both these disciplines. This module comprises three topics.

You should select either topic 1 or topic 2.

All students are required to complete topic 3.

Each topic consists of a number of study units (see the table below).

Each topic also has several learning outcomes, which explain the overall focus of the topic.

Topic	Study unit
Topic 1: Advertising	Study unit 1: Contextualisation of traditional advertising Study unit 2: Advertising theories and models Study unit 3: Advertising management Study unit 4: Advertising media and media selection Study unit 5: Online advertising

Topic 2: Public relations	Study unit 6: Public relations in context Study unit 7: Public relations functions Study unit 8: Media and public relations Study unit 9: Public relations applied
Topic 3 is compulsory	Study unit 10: The integrated communication campaign

2.2 Outcomes

After completing this module you should be able to conduct an integrated communication campaign in which you apply your knowledge of the relevant theories, as well as the roles and fundamentals, of traditional and online advertising or public relations in the context of the organisation concerned.

By the end of this module you should have achieved the following outcomes:

- Demonstrate understanding of the theoretical principles of advertising or public relations, and of the relationship between communication and organisational advertising or public relations.
- Apply your knowledge of the online advertising or online public relations processes and their integration with traditional advertising or traditional public relations processes in the context of organisational communication.
- Demonstrate the ability to apply the theoretical framework towards planning a basic integrated communication campaign and applying advertising and public relations activities in an integrated context of organisational communication.

Remember:

You need to study either topic 1 **or** topic 2 – not both.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The lecturers who are responsible for this module will be announced on myUnisa at the beginning of the semester.

All non-administrative queries **about the content of this module** will be directed to the administrative staff member announced below. Please have your study material with you when you contact us.

3.2 Department

You can contact the Department of Communication Science in the following way:

In writing

You can write to us.

Please send your letters to:

The Module Coordinator (COM3708)
Department of Communication Science
P O Box 392
UNISA 0003

For information on the student support system and the various services that are available at Unisa (for example student counselling, tutorial classes and language support), please consult the booklet, *my Studies @ Unisa* that you received with your study material. When you write to the Department, please write your name, title, student number, the module (Advertising and Public Relations), the specific module code (COM3708) and your postal address, telephone number and email address clearly at the top of the letter.

By telephone

You may also contact the Department's administrative staff at the following telephone numbers:

+27 12 429 6016
+27 12 429 6565
+27 12 429 6423

By email

Administrative staff in the Department can be contacted at vermea@unisa.ac.za or at malefmn@unisa.ac.za. Alternatively, regarding queries specific to the content of the module, please contact the module coordinator.

Personal visits

You are welcome to visit your lecturers if you have any problems with the content of this module. But we ask that you make an appointment beforehand. Lecturers are usually available in their offices from Mondays to Thursdays between 08:00 and 13:00. By making an appointment you will ensure that your lecturers are available when you visit.

myLife email address

You may also contact the Department using your myLife email address.

3.3 University

If you need to contact the University about matters that are not related to the content of this module, please consult the brochure *myStudies @ Unisa* that you received with your study material. This booklet contains information on how to contact the University – for example to whom you should write about different queries, important telephone and fax numbers, addresses and times when specific facilities are open. Always have your student number at hand when you contact the University.

Fax number (RSA)	(012) 429 4150
Fax number (International)	+27 12 429 4150
Email address	study-info@unisa.ac.za
Physical address:	University of South Africa Preller Street Muckleneuk Pretoria
City of Tshwane	
Postal address:	University of South Africa PO Box 392 UNISA 0003
Online address:	http://my.unisa.ac.za
Unisa website:	http://www.unisa.ac.za

4 RESOURCES

4.1 Prescribed books

You need the following prescribed book for your studies of this module:

Angelopulo, G & Barker, R (eds). 2013. *Integrated Organisational Communication*. 2nd edition. Juta: Lansdowne

If you decide to study topic 1 (Advertising), you have to study chapters **8** and **9** (ie read through and understand), as well as **10 (section 10.10)**.

If you decide to study topic 2 (Public Relations), you have to study chapters **7** and **10 (section 10.11)**.

To complete Assignment 03, study chapter 13.

You do not need to study chapter 13 for the final examination.

Enquiries about prescribed books

Please consult the list of official booksellers and their addresses in the booklet, *my Studies @ Unisa*.

If you have any difficulty obtaining books from these bookshops, please contact the Registrar on (012) 429 4152 as soon as possible, or send an email to vospresc@unisa.ac.za.

ETHICAL CODE OF CONDUCT FOR PRESCRIBED BOOKS

The Department of Communication Science commits itself to promoting the highest standard of professional ethical norms and values when prescribing textbooks authored and/or co-authored by staff members.

Norms and Values

Transparency – to create a spirit of openness and trust. To this end we will do the following:

- Openly inform our students whenever textbooks authored by members of the Department are prescribed.
- Publish the peer-review reports for such textbooks on our departmental website.
- Accept constructive criticism from students and other stakeholders.
- Explain and take appropriate action regarding significant risks that could affect students' perception of the Department and/or our module offerings in relation to prescribed books.

Peer review – to submit our prescribed textbooks to a peer-review process by colleagues other than ourselves, who are experts in a specific field of study, to which end, we will do the following:

- Ensure that prescribed textbooks, authored by members of staff, have undergone a rigorous process of peer review to ascertain their suitability for the module and level for which they are prescribed.

Honesty – to be forthright in dealings with students, to which end we will do the following:

- Prescribe books of value that do what we claim in our communications.

Responsibility – to accept the consequences of our decisions by doing the following:

- Strive to serve the needs of students and our respective fields of research.
- Avoid coercion from the marketplace – ie reject manipulations and sales tactics that might impact negatively on the trust placed in us.

Where a book is prescribed:

The prescribed book for this module was authored by Unisa employees and is prescribed in accordance with the Unisa Prescribed Book Policy and the Department of Communication Science's Ethical Code of Conduct.

4.2 Recommended books

There are no recommended books for this module.

4.3 Electronic reserves (e-reserves)

There are no e-Reserves for this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies

For detailed information, go to the Unisa website at <http://www.unisa.ac.za/> and click on **Library**.

For research support and services of personal librarians, go to <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102>.

The Library has compiled numerous library guides:

- finding recommended reading in the print collection and e-reserves
<http://libguides.unisa.ac.za/request/undergrad>
- requesting material:
<http://libguides.unisa.ac.za/request/request>
- postgraduate information services:
<http://libguides.unisa.ac.za/request/postgrad>
- finding , obtaining and using library resources and tools to assist in doing research:
http://libguides.unisa.ac.za/Research_Skills
- how to contact the library/finding us on social media/frequently asked questions
<http://libguides.unisa.ac.za/ask>

The librarian responsible for the information needs of the Department of Communication Science is Mr Dawie Malan.

He can be contacted at any of the following addresses:

Via email: malandj@unisa.ac.za

Phone: +27 12 429 3212

Fax: +27 12 429 2925

5 STUDENT SUPPORT SERVICES

Since you have chosen to enrol at Unisa, which is an open distance learning (ODL) higher-education institution, have you really given any thought to what this means? This university is often selected by people to obtain a qualification, because it is 'open' to everyone who might not want to attend lectures at a residential university, or sometimes people have been out of the education system for a long time and want to acquire new skills in their own time. Therefore, Unisa offers these people the ideal opportunity to attain an academic qualification on a part-time basis.

However, many people are not used to studying without contacting the university, lecturers or fellow students at all, with the result that they feel lonely and tend to drop out. This situation is preventable, however, by making use of Unisa's various support services to 'connect'.

Please consult the brochure *my Studies @ Unisa*, which you should have received with your study material, for detailed information on the various student support systems and services available at Unisa (eg counselling, tutorials, language support, etc).

- **myLife student email account**

Once you have registered as a student at Unisa, you are automatically assigned a Unisa myLife student email account. This email account consists of your Unisa student number: studentnumber@mylife.unisa.ac.za. (For example, if your student number is 2841452, your Unisa myLife email address will be 2841452@mylife.unisa.ac.za. It is **very important** that you **regularly access** the information that is sent to this email address, since this is the only email address that your lecturers have access to. Also ensure that you use this email address when interacting with Unisa and your lecturers.

We do understand, however, that it may be difficult to access your Unisa myLife email account on a regular basis. In order not to miss out on important communication, therefore, Unisa gives you the option to forward all your myLife emails to an alternative email address of your choice (eg email address at workplace).

Consult the brochure *my Studies @ Unisa* to find out how to forward your myLife emails to another email address.

If you have access to a computer that is linked to the internet you can access resources and information on the various Unisa websites. The myUnisa learning management system is the university's online campus that will help you to communicate with your lecturers, other students and Unisa's administrative departments. You will be able to access administrative information, such as your biographical details, academic and assignment records, examination dates and results, as well as financial records. Academic information that is available comprises **study material** (such as tutorial letters and study guides), subject-related academic guidance, discussion forums, announcements by your lecturers, etc.

Click on the 'Join myUnisa' link on the left navigation panel at the following address: <http://my.unisa.ac.za> to register for myUnisa.

To go to the myUnisa website, start at the Unisa website (<http://www.unisa.ac.za>) and then click on the 'Login to myUnisa' link on the right-hand side of the screen. This should take you to the myUnisa website. Otherwise you can go there directly by typing <http://my.unisa.ac.za> into your internet browser.

- **Free computer and internet access**

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to enable you (as a Unisa student) free access to computers and the Internet. This access enables you to conduct the following academic-related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside of these are for your own costing e.g. printing, photocopying, etc. For more information on the Telecentre nearest to you, please visit www.unisa.ac.za/telecentres.

6 STUDY PLAN

Consult the brochure, *my Studies @ Unisa*, for general time management and planning skills.

7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There is no practical work for this module.

8 ASSESSMENT

8.1 Assessment criteria

This module consists of both formative and summative assessments. You are expected to complete multiple choice questions online, submit a portfolio and write an examination at the end of the term.

8.2 Assessment plan

Decide whether you wish to study topic 1 (Advertising) or topic 2 (Public Relations).

TOPIC 1 ADVERTISING

If you are registered for semester 1, complete and submit Assignments 01 and 03.
If you are registered for semester 2, complete and submit Assignments 01 and 03.

TOPIC 2 PUBLIC RELATIONS

If you are registered for semester 1, complete and submit Assignments 02 and 03.
If you are registered for semester 2, complete and submit Assignments 02 and 03.

AT THE END:

Complete and submit the portfolio assignment for topic 3.

8.3 Assignment numbers

8.3.1 General assignment numbers

Assignments are numbered consecutively per module, starting from 01.

8.3.2 Unique assignment numbers

In addition to the general assignment numbers (for example, 01 or 02), assignments also have unique assignment numbers. In this module, unique assignment numbers apply to both assignments in both semesters.

8.4 Assignment due dates

SEMESTER 1

Assignment 01

Multiple-choice assignment for advertising

Unique assignment number 853106
Due date 7 March 2018

Assignment 02

Multiple-choice assignment for public relations

Unique assignment number 680554
Due date 7 March 2018

Assignment 03

Portfolio assignment

Unique assignment number 786925
Due date 10 April 2018

SEMESTER 2

Assignment 01

Multiple-choice assignment for advertising

Unique assignment number 894371
Due date 6 August 2018

Assignment 02

Multiple-choice assignment for public relations

Unique assignment number 800041
Due date 6 August 2018

Assignment 03

Portfolio assignment

Unique assignment number 814410
Due date 3 September 2018

8.5 Submission of assignments

PLEASE NOTE:

BOTH ASSIGNMENTS (01 & 02) are **COMPULSORY** and must be submitted by the respective due dates. You have to submit ASSIGNMENT 01 in order to gain admission to the examination, as admission is not automatic. You will have to re-register for this module in the next semester if you hand in Assignment 01 after the due date.

Assignments may **NOT** be submitted to lecturers via fax or email.

Please keep a copy of your assignment that you can produce should your assignment go missing. For detailed information and requirements as far as submitting assignments are concerned, please see the brochure *my Studies @ Unisa*.

8.6 The assignments

ADVERTISING

Semester 1

Assignment 1

Multiple-choice assignment for advertising

Unique assignment number 853106

Due date 7 March 2018

Q1 advertising messages include false, misleading and deceptive messages and claims and are therefore in violation of the prevailing norms of socially responsible conduct.

A particularly vexed issue concerning advertising message content relates to the 'information versus persuasion distinction'.

- (1) Misleading
- (2) Comparative
- (3) Offensive
- (4) Unethical

Q2 The following steps should be used when designing a media

Step 1: Obtain background and do a situation analysis
Step 2: Set media objectives and aperture opportunities
Step 3: Select the media
Step 4: Schedule and allocate the budget

- (1) strategy
- (2) plan
- (3) square
- (4) budget

Q3 advertising differs from awareness or image advertising, which focuses on creating awareness of and interest in an image of a product.

This type of advertising influences consumers to select a specific brand the next time they shop.

- (1) Retail
- (2) Non-commercial and commercial
- (3) Action or response
- (4) Primary and selective demand

Q4 You access the Edgars website to browse through their latest online catalogue. While doing so a message comes up asking whether you would like to subscribe to an email newsletter.

Which forms of online advertising can you identify in the above scenario?

- (a) Standard banners
- (b) Online shopping mall
- (c) Email marketing
- (d) Pop-ups

- (1) a c
- (2) b d
- (3) c d
- (4) b c d

Q5 advertising agencies has four major staff functions, namely account management, creative services, media planning and buying, and research.

This type of advertising agency also has its own accounting department, a traffic department to take care of internal tracking of completion of projects, departments for broadcast and print production and a human resources department.

- (1) In-house
- (2) Full-service
- (3) Industry-focused
- (4) Minority

Questions 6-8

The traditional consumer-response advertising models are subsumed under three main paradigms that proceed from the central premise animating each model. This is referred to as the three-order paradigmatic consumer-response classification.

Match the paradigm in column A with the models in column B.

COLUMN A	COLUMN B
Q6 The traditional sequential paradigm	(1) <input type="radio"/> AIDA <input type="radio"/> Hierarchy of effects <input type="radio"/> Innovation adoption <input type="radio"/> Information processing
Q7 The factorial variability paradigm	(2) <input type="radio"/> Association model of the advertising communication process <input type="radio"/> Facets model of effects

Q8 The inclusive facets paradigm	(3) <input type="radio"/> Three-orders model of information transfer <input type="radio"/> Hierarchy of effects <input type="radio"/> Innovation processing <input type="radio"/> Information adoption
	(4) <input type="radio"/> Three-orders model of information processing <input type="radio"/> Integrated information response <input type="radio"/> FCB grid

Q9 media refer to those media that allows for two-way communication, for instance telephone or email.

The Internet is still the most popular, since users can contact the organisation online or deliberately seek out information about the organisation.

- (1) Interactive
- (2) Social
- (3) Selective demand
- (4) Integrated marketing

Q10 The internet is not a simulation of a real-world environment; it is an *alternative* to real-world environments which offers online shopping facilities. In the real-world environment, the focus of the advertising messages is on visual persuasion, which is distinct from the of online advertising messages

Any updated information, whether product-related or not, can be delivered on the Internet because of its focus on content delivery.

- (1) information-intensive nature
- (2) interactive nature
- (3) flexible nature
- (4) uniquely creative

Q11 The most visible type of advertising, which focuses on the development of a long-term brand identity and image, is called advertising.

- (a) Product
- (b) Brand
- (c) Corporate
- (d) Identity
- (e) Image

- (1) a b d
- (2) b c d
- (3) all of the above
- (4) a b

Q12 After the spread of literacy in ancient Rome (from 200 BC onwards) advertising became prevalent, with advertisements painted on walls in the form of announcements.

- (1) print
- (2) written
- (3) oral
- (4) visual

Q13 sponsorships are used when the sponsor not only provides money in return for name association but participates in providing the content.

Additional sponsorship opportunities available to online advertisers include naming rights to sites; input relating to the overall 'look and feel' of the site; and editorial sponsorships.

- (1) Regular
- (2) Interactive
- (3) Content
- (4) Strategic

Q14 In the FCB grid of the FCB planning model, a consumer purchasing the same brand of washing powder signifies involvement.

- (1) high
- (2) low
- (3) knowledge
- (4) informative

Q15 A new pharmacy chain in Gauteng wants to launch an advertising campaign in order to introduce their various pharmacies, services and products to their target audience. As they do not have the necessary expertise to plan and implement an advertising campaign themselves, they will have to use the services of an advertising agency.

The new pharmacy chain in Gauteng will most probably use a/an agency.

- (1) media buying
- (2) creative botique
- (3) industry-focused
- (4) virtual

Q16 When you want to buy Sensodyne toothpaste, you will first learn about the product via an advertising message and use it for a while. After using the toothpaste for a while you will develop a positive or negative feeling towards it; if the feeling is positive, you will repeatedly purchase this brand of toothpaste. If, however, you are repeatedly exposed to advertising messages for Sensodyne toothpaste, you will most likely try it in order to get more information about the product.

This scenario describes the steps of the response model.

- (1) integrated information
- (2) low-involvement
- (3) FCB planning
- (4) elaboration likelihood

Q17 Ethical issues regarding advertising can be divided into three distinct perspectives. Which perspective focuses on the level of the organisation or groups of organisations, that is, the agencies, clients and media?

The perspective.

- (1) macro
- (2) mega
- (3) micro
- (4) meso

Q18 A non-profit organisation is planning a campaign to educate rural women about breast cancer. The media buyer has to select a medium that will guarantee maximum exposure of the message and reach the target audience.

Which media would ensure the greatest exposure for the above scenario?

- (1) The internet
- (2) Radio
- (3) Newspapers
- (4) Television

Q19 information about the target population will assist the advertiser to design his or her advertising message much better to appeal to an individual.

This information will also assist the advertiser to select the best media to advertise the product or service and how much advertising will take place in a specific area.

- (1) Behavioural
- (2) Psychographic
- (3) Relational
- (4) Demographic

Q20 Various considerations are important when deciding to use an advertising agency to run a campaign.

Which one of the following is a **lesser** consideration when choosing an advertising agency?

- (a) The target audience
- (b) The available budget
- (c) Media considerations
- (d) Geographical positioning of the advertising agency
- (e) Nature of the product of service to be advertised

- (1) a b
- (2) e
- (3) b c
- (4) c

Q21 An advertisement placed on television and in newspapers will tend to be more expensive for the advertiser if

- (a) broadcast at prime time
- (b) it takes up more space on a page in a newspaper
- (c) broadcast at 03:10 am
- (d) takes up a small portion in the classifieds of a newspaper

- (1) c d
- (2) a b
- (3) a d
- (4) b d

Q22 Copywriters and art directors in an advertising agency have to meet various responsibilities, some of which are shared.

Indicate which of the following are shared:

- (a) The design of the graphic image for the advertisement.
- (b) The creation of visuals in both print and video.
- (c) The development of the creative concept (the "big idea").
- (d) Implementing the advertising idea and working in teams.
- (e) Managing the creative process.

- (1) a b
- (2) c e
- (3) c d
- (4) a b c d e

Q23 A can be explained as an internal force that stimulates a person to behave in a particular way. This driving force is the result of tension because of an unfulfilled need which a person will strive to reduce.

Advertisers are interested in “why” questions, for instance, why did a consumer buy a specific brand and not another?

- (1) motive
- (2) value
- (3) norm
- (4) need

Q24 Which concepts in the definition of online advertising differentiate it from traditional advertising?

- (a) Inexpensive
- (b) Information-intensive
- (c) Voluntary
- (d) Feedback

- (1) a d
- (2) all of the above
- (3) b d
- (4) b c d

Q25 Which of the following statements does **not** explain any of the four fundamental pillars of effective online communication?

- (1) Online organisational communication should reach both internal and external audiences.
- (2) All stakeholders should be informed of any new developments in products and services, as well as organisational decisions that could influence them.
- (3) Online organisational communication messages should be tailored for specific cultural groups and delivered at different scheduled times.
- (4) The traditional models of unidirectional communication are unsuitable for online communication and should be replaced by many-to-many communication models.

ADVERTISING

Semester 2

Assignment 1

Multiple-choice assignment for advertising

Unique assignment number 894371

Due date 6 August 2018

Q1 Because one product can have several market segments (and few organisations are capable of successfully marketing their product to all of these segments), they select only those one or two segments which will be most receptive to its marketing efforts.

This segment is referred to as the

- (1) market segment
- (2) target audience
- (3) consumer audience
- (4) target market

Q2 Online advertising entails a process whereby the consumer purposefully seeks the advertiser's online message. Consumers can furthermore choose the time they want to spend on a particular web advertisement.

What characteristics of online advertising can be identified in the statement above?

- (a) Affordability
 - (b) Interactivity
 - (c) Deliberate exposure
 - (d) Competency
 - (e) Consumer control
- (1) a e
 - (2) c d
 - (3) a b
 - (4) c e

Q3 You work as a media planner for a large national advertising agency. There are elements that you need to consider in your media plan. Select the elements below that would assist you to produce a good media plan.

You must consider

- (a) the months or seasons when the advertisements should appear
- (b) the markets or regions the advertisements should appear in
- (c) the number of people that must be reached
- (d) concentrating exclusively on preparing the creative execution of the clients' communication
- (e) selecting the appropriate advertising agency to create the advertisements

- (1) a b
- (2) a b c
- (3) c d e
- (4) a b c d e

Q4 After noticing an advertisement promoting a new type of oscillating toothbrush you consider purchasing one. When you see it on promotion at your local pharmacy you decide to buy it.

Which of the current debates on advertising and its role in society is exemplified in the story above?

- (1) The untruthful or deceptive advertising message debate.
- (2) The overcommunication debate.
- (3) The shape-versus-mirror debate.
- (4) The debate about creating demand.

Q5 Market segmentation is an important tool that marketers use because it

- (1) assists the creative director to manage the strategy of advertisements
- (2) enables an organisation to consider the needs of its target market
- (3) can determine a marketer's most profitable position in the market
- (4) helps to implement the advertising campaign according to schedule

Q6 are defined as advertising or other sales representations which praise the item to be sold with subjective opinions, superlatives, or exaggerations, vaguely and generally, stating no specific facts.

- (1) Endorsements
- (2) Puffery tactics
- (3) Misleading claims
- (4) Demonstrations

Q7 The most visible and publicly known element of the marketing communication mix, namely, is revealed, on a daily basis, by the creative, exciting, rewarding and challenging industry.

The challenge however, lies in how it is integrated with the many other marketing communication elements available.

- (1) marketing public relations
- (2) advertising
- (3) public relations
- (4) business communication

Q8 Aactiva Group Pty Ltd, a manufacturing organisation, constantly uses email to communicate with its stakeholders, informing them about product developments as well as important decisions that might be of interest to them.

This scenario refers to the pillar of effective online communication.

- (1) dialogue
- (2) borderless communication
- (3) inclusive communication
- (4) continuous communication

Questions 9-12

Online advertisers are interested in many functions of the internet that can aid advertising messages in their attempt to sell a product or service or create a positive image for an organisation.

Match the online advertising function in column A with the description in column B.

COLUMN A	COLUMN B
Q9 The dialogue role	(1) The most important advertising-related role that the internet plays is to provide information. The internet is a huge online library which consumers use to find general as well as product and service information.
Q10 The social role	(2) Advertisers can adapt information from their traditional media to suit the online environment.

Q11 The information role	(3) Social networking refers to a category of websites that serves as a vehicle for users to express themselves, interact with friends, and publish their own content on the Internet. Because these types of social networking focus on the power of relationships, users are more likely to respond to messages on the site, such as advertising messages, if they effectively become part of the social context. The relationships that users form on these websites also play a significant role in their decision-making processes.
Q12 Online publishing	(4) The internet not only provides information, entertainment and social networking, but also opens up the possibility of two-way communication.

Q13 A is usually a relatively small agency that concentrates exclusively on achieving the creative execution of its clients' communications. It has one or more writers and artists and is capable of preparing advertising for print media, outdoor media, radio and television.

This type of agency focuses entirely on the idea and the creative product.

- (1) minority agency
- (2) virtual agency
- (3) industry-focused agency
- (4) creative boutique

Q14 refers to the relative degree of awareness, or measured advertisement noticing, that a particular creative execution achieves in any given medium.

Aspects such as the advertisement's headline, illustration, body copy and other message components can affect the impact that an advertisement has on its target audience.

- (1) Reach
- (2) Frequency
- (3) Continuity
- (4) Impact

Q15 What phase of the advertising campaign entails formal research which serves to guide the other phases in the advertising campaign?

- (1) Situation analysis
- (2) Problem identification
- (3) SWOT analysis
- (4) Historical research

Q16 When a trait or group of traits of a specific cultural group is misrepresented it amounts to stereotyping. The issue of portraying people fairly and accurately in advertisements is linked to the 'shape-versus-mirror' debate.

Which stereotypes need to be considered when it comes to portraying people fairly and accurately?

- (a) Misleading claims
- (b) Age-related stereotypes
- (c) Poor taste in advertising
- (d) Gender stereotypes
- (e) Body image and self-image

- (1) b d e
- (2) a c d
- (3) c d
- (4) all of the above

Question 17-19

Creative advertising can attract attention and create awareness, as well as generating interest in and excitement about an ordinary product. Advertising agencies employ the services of a variety of creative people who perform a variety of creative roles in the advertising agency.

Match the creative director listed in **column A** with the description of that person's role in **column B**.

COLUMN A	COLUMN B
Q17 Copywriters	(1) They are responsible for the graphic image of the advertisement and create the visuals in both print and video; they lay out the advertisement elements in print.
Q18 Art directors	(2) They compile a media plan, which must be approved by the advertiser. Once approved, the media plan becomes a 'blueprint' for the selection and use of different media.
Q19 Broadcast directors	(3) They have a good visual imagination and excellent writing skills. Apart from being able to visualise they are also very verbal, that is, they are able to express themselves well. They are also open to new experiences and these new experiences can manifest into coming up with innovative ideas.
	(4) They can also be part of the team when a television commercial is created. These directors manage the creative process and play an important part in maintaining the focus of the advertising strategy and ensuring that the creative concept is strategic.

Q20 The first aspect of media selection is which will assist the media buyer to determine how much money to allocate to each medium; how frequently it will be spent; how much money will be spent in each geographic area, and so on.

The recommended allocations should be adhered to as closely as possible.

- (1) profiling the target audience
- (2) the allocation of money
- (3) to use the *gross rating point levels* or *GRPs guides*
- (4) developing a media schedule

Q21 Some organisations' advertisements are not noticed, perhaps because there are too many advertisements on a single page. Consumers are easily irritated by a clutter of advertisements and tend to disregard them.

The above mentioned statement can be seen as a disadvantage of

- (1) online publishing
- (2) traditional advertising
- (3) online marketing
- (4) online advertising

Q22 Advertising plays an/a role since it brings cost efficiency to the marketing effort. This element of the marketing communication mix reaches a large audience and therefore brings down the cost of marketing efforts.

It is argued that the more people know about the product, the higher the sales will be. The higher the level of sales is, the cheaper the product.

- (1) marketing
- (2) communication
- (3) economic
- (4) sales

Q23 Online advertising enables the consumer to exercise extensive to exhaustive control over the content with which he or she interacts, thus making him/her a partner in the process of communication and message production.

The unique characteristic of online advertising referred to above is

- (1) equality
- (2) interactivity
- (3) information intensity
- (4) individualisation

Q24 One of the advantages of online advertising is that of

As a result of the Internet's ability to target specific individuals, messages can also be designed to appeal to the specific needs and wants of the target audience. The interactive nature of this medium enables marketing in the form of one-to-one messaging.

- (1) message tailoring
- (2) target marketing
- (3) interactive capabilities
- (4) information access

Q25 Advertisers normally do a analysis to ascertain how consumers spend their time, energy and money.

- (1) psychographic
- (2) lifestyle
- (3) behavioural
- (4) needs

PUBLIC RELATIONS

This section deals with the public relations component of this module. If you wish to study public relations, complete Assignment 02 for the semester you are registered for, as well as the portfolio assignment (Assignment 03) in section D: *The integrated communication campaign*.

Semester 1

Assignment 2

Multiple-choice assignment for advertising

Unique assignment number 680554

Due date 7 March 2018

Assignment 02 is a **compulsory** assignment.

Q1 Public relations

- (1) create a positive image of an organisation
- (2) is a form of advertising that designed to influence the attitude towards and belief about a particular organisation
- (3) is designed to establish and maintain an understanding between any organisation and its public
- (4) aims to foster trust in the integrity of any organisation

Q2 In an organisation the public relation practitioner's role is to

- (1) explain an organisation's policy
- (2) work with staff to create a positive attitude
- (3) stress that the organisation is socially aware
- (4) all of the above

Q3 According to one of the following approaches the task of public relations practitioners is to ensure that values are the driving forces of an organisation and its communication practices.

Identify the applicable approach from the following list.

- (1) The systems approach
- (2) The values-driven approach
- (3) The postmodern critique
- (4) The process approach

Q4 Traditionally publics were grouped into different categories, which category can be aligned with the current public according to the latest PRISA definition?

- (1) Intervening public
- (2) Latent, aware and active public
- (3) Proponents, opponents and the uncommitted
- (4) Primary and Secondary publics

Q5 After an organisation has identified its stakeholders, formative research needs to be initiated in exploring the complex nature of these stakeholders. Which necessitates should be explored?

- (1) Characteristics
- (2) Attitudes
- (3) Limitations
- (4) All of the above

Q6 According to Angelopulo and Barker (2013) in order for an organisation to effectively manage relationships with its publics, the organisation needs to answer the following question/s.

Identify this question from the below.

- (1) Who are the opinion leaders and decision makers in the stakeholders group?
- (2) What is the nature of the relationship between the organisation and the public?
- (3) What is the public's monthly gross income in each household?
- (4) Who are the provider within this stakeholder group?

Q7 Grunig and hunt (1984) identified four models in understanding public relations. Which model is characterised by one-way communication that emphasises publishing so as to defeat the opposition at all costs?

- (1) Public information model
- (2) Two-way asymmetrical model
- (3) Publicity model
- (4) Two-way symmetrical model

Q8 What is the purpose of the Two-way symmetrical model when compared to Two-way asymmetrical model?

- (1) To drive communication by formulating objectives.
- (2) Disseminate information from one-way communication perspective.
- (3) Achieve mutual understanding between an organisation and its public.
- (4) All of the above.

Q9 Newsworthiness of a news item is essential in determining the amount of media coverage it will receive. Shoemaker (1996) considers that newsworthiness can be predicted by examining a news item's deviance and social significance.

Which of the following situations describes the highest level of newsworthiness?

- (1) Low deviance and high social significance.
- (2) High political significance and high economic significance.
- (3) High statistical deviance and low normative deviance.
- (4) High deviance and high social significance.

Q10 A number of critical issues arise from the postmodern perspective. Which one is incorrect?

- (1) Public relations as a power function
- (2) Public relations and representation
- (3) Public relations and the issue of symmetry
- (4) None of the above

Q11 Addressing an organisational issue in an online press conference in the chatroom of a website where various stakeholders and media representatives take part in live real-time dialogue via an online platform is an example of

- (1) two-way asymmetrical communication
- (2) quasi-interactivity
- (3) integrated online communication
- (4) true interactivity

Q12 A process approach describes public relations as a scientific process in problem solving and change process within an organisation, there are four steps that are proposed.

What is the order of these steps?

- (1) Defining the problem, evaluating, planning and programming and taking action and communication.
- (2) Defining the problem or opportunity, planning and programming, taking action and communicating and evaluating.
- (3) Evaluating, planning and programming, taking action and defining the problem or opportunity.
- (4) Defining the problem or opportunity, planning and programming, evaluating and taking action and communicating.

Q13 According to the relationship management theory, there are axioms of the organisation and public relationships.

The relationships are

- (1) One-sided, one-way communication, individualistic
- (2) Transactional, goal oriented, dynamic
- (3) Involves communication, driven by perceived needs and wants
- (4) Both 2 and 3

- Q14 As a public relations practitioner, which of the following online public relations tools would you use to organise a live online meeting that allows participants at a distant geographic location to participate with the aid of technologies such as video, sound and whiteboarding?
- (1) Website launch planning
 - (2) Online events
 - (3) Online banner ads
 - (4) Online publications
- Q15 as a public relations online tool, can be used to manage requests and interaction of user calling to access the systems as well as for messaging, research and publicity.
- (1) Online forums
 - (2) Virtual social network
 - (3) Internal online communication
 - (4) Online bulleting board systems
- Q16 In terms of online public relation integrated approach, online public relations will use integrated
- (1) marketing programmes
 - (2) online or printed advertisement
 - (3) sales promotion
 - (4) all of the above
- Q17 Furthermore the integrated online public relations has three key components.
- These components are
- (1) message consistency, interactivity and mission oriented
 - (2) message delivery, reciprocity and goal driven
 - (3) message segmentation, interactivity and mission oriented
 - (4) message consistency, passiveness and mission oriented
- Q18 is no longer seen as generosity.
- Rather, it has become an obligation that is not only expected from companies but is also seen as a component of corporate citizenship.
- (1) Corporate social responsibility
 - (2) Value driven public relation
 - (3) Relationship management public relation
 - (4) Corporate philanthropy

Q19 In an open system the organisation

- (a) functions without reference to its environment
- (b) continually interacts with its environment
- (c) is open to inputs and feedback
- (d) receives feedback that allows the system to maintain homeostasis
- (e) relies on an asymmetrical approach

- (1) a b d
- (2) c e d
- (3) b a c
- (4) b c d

Q20 The advantage of online communication is its immediacy and reach, this is a valuable tool during a crisis in an organisation.

A crisis can be defined as:

- (1) "Any noteworthy business disruption which stimulates extensive media coverage and could affect the normal functioning of the organisation."
- (2) "Critical event or point of decision which if not handled in an appropriate and timely manner may turn into a disaster or catastrophe."
- (3) "Any event that is going to lead to an unstable and dangerous situation affecting an individual, group, community or whole society."
- (4) "A difficult or dangerous situation that needs serious attention."

Q21 Crisis communication entails identifying internal and external stakeholders who should receive up-to date information during a crisis as fast moving online communication can create

- (1) repeated problems, errors or inaccurate statements
- (2) facts, new ideas or great publicity
- (3) factual statements, feedback or errors
- (4) reach, inaccurate statement or repeat problems

Q22 Any crisis is said to have five stages.

Which stage involves the use of various tactics and taking of certain actions to prevent a crisis?

- (1) Preparation stage
- (2) Prevention stage
- (3) Learning stage
- (4) Recovery stage

Q23 In addition, the organisation can still attempt to control the situation before it grows into a full-blown crisis.

This characterise which stage?

- (1) Prodromal stage
- (2) Containment stage
- (3) Prevention
- (4) Recovery

Q24 It is important for an organisation to have a solid crisis management plan.

Crisis management can be defined as

- (1) "any measure that plans in advance for a crisis"
- (2) "any measure that removes the risk and uncertainty from given situation"
- (3) "It is a plan that allows the organisation to be more in control during a crisis"
- (4) All of the above

Q25 Online crisis management involves a threefold process.

These can be identified as

- (1) proactive planning
- (2) respond
- (3) post-evaluation
- (4) all the above

PUBLIC RELATIONS

SELF-ASSESSMENT QUESTIONS

These questions are for self-assessment and will assist you with your preparation for the final examination. Please do not submit these questions as an assignment. You will receive detailed feedback on these self-assessment questions in a tutorial letter that will be sent to you during the course of the semester.

QUESTION 1

Human beings are prompted by biological forces to attend unusual events and occurrences in the environment, and the need for surveillance is genetically programmed in humans. (Shoemaker 1996).

Provide a detailed discussion of the following concepts which, according to Shoemaker (1996), are said to be pivotal for newsworthiness.

- | | | |
|-----|---------------------|------|
| 1.1 | Deviance | (15) |
| 1.2 | Social significance | (15) |
| | | [30] |

QUESTION 2

You are the communications manager for a large multinational corporation that is currently undergoing a change in corporate identity. It has been decided by top management that an internal communication campaign should be implemented to inform staff about these changes and introduce them to the new corporate identity before the external public is targeted.

Critically discuss the various media you could use to implement the campaign, bearing in mind that the employee base is globally dispersed. [30]

QUESTION 3

Read the following scenario and answer the questions that follow:

You are a public relations manager for a football team and you are attending a stakeholder meeting. A shareholder mentions to you that she does not really understand the importance of public relations in contributing to the success of the organisation. As an expert in the field, you are obliged to educate the shareholder about the different functions of public relations. Explain the different functions of public relations to the shareholder and give relevant examples.

Refer to the following in your answer:

- | | | |
|-----|---|------|
| 3.1 | Public relations as communication and interpretation. | (10) |
| 3.2 | Public relations as communication management. | (10) |
| 3.3 | The strategic role of public relations. | (10) |
| | | [30] |

PUBLIC RELATIONS

Semester 2

Assignment 2

Multiple-choice assignment for advertising

Unique assignment number 8800041

Due date 6 August 2018

Questions 1-3

Read the scenario below and answer questions 1-3.

The South African Post Office (SAPO) has been hit by strikes and has been reported in the media in 2015 and 2016 as facing a serious financial crisis. Its newly appointed CEO Mark Barnes has come up with a strategy to turn the situation around and ensure that SAPO recovers so that it will operate profitably again. Mr Barnes needs the support of all the employees as internal stakeholders. However, he first needs to ensure that employees understand the new strategy. The situation at SAPO has drawn a lot of attention from the media and investors, who are monitoring the organisation with interest to see if Mr Barnes' strategy will be successful.

Q1 Which of the following media can be used to communicate the new strategy to SAPO employees?

- (1) News agencies
- (2) Radio
- (3) Images and words
- (4) Online media relations

Q2 Which of the following online public relations tools can be used by SAPO's public relations department to provide customer support, answer questions and post news and new information such as media releases, earnings reports?

- (1) Internal online communication
- (2) Online conferences
- (3) Online forums
- (4) Online investor relations

Q3 You are the new public relations officer for SAPO and one of your goal is to ensure that the organisation's traditional and online public relations are integrated.

What are the three components of integrated online public relations that you need to consider?

- (1) Message consistency, interactivity and mission orientated
- (2) Early detection, planning and controlling
- (3) Online events, online publications and online mailing lists
- (4) Internet, extranet and website

- Q4 Which of the following is NOT one of Grunig and Hunt's four models of public relations?
- (1) Press agency/publicity
 - (2) Public information
 - (3) Relationship management theory
 - (4) Two-way symmetrical model
- Q5 Which of the following statements describe(s) the two-way symmetrical model of public relations?
- (1) Public relations practitioners serve as mediators between an organisation and its publics.
 - (2) Evaluative measurement is applied to determine to what extent a public relations intervention has impacted the audience's grasp of how the organisation and its management perceive their publics.
 - (3) Although communication and public relations remain at the service of the organisation, communication has uneven effects.
 - (4) The purpose of this model is to achieve an even exchange of understanding between an organisation and its publics.
- Q6 Traditionally the term "Public" which was used to define public relations implied a/an..... audience.
- (1) a passive
 - (2) an active
 - (3) a segmented
 - (4) a unresponsive
- Q7 The old PRISA definition of public relations viewed the task of public relations as one-sided effort undertaken by the organisation to intentionally spread its message.
- The latest PRISA definition has shown a shift in this paradigm. It now views public relations as fulfilling a/an role.
- (1) manipulative
 - (2) dictatorship
 - (3) facilitation
 - (4) persuasive
- Q8 A system approach emphasises the importance of maintaining the and interdependence of the various systems and in society.
- (1) systems and subsystems
 - (2) linearity and systems
 - (3) equilibrium and subsystems
 - (4) hierarchy and processes

Q9 Thando and Muzi are a married couple who would like to go to a holiday, in the process they do their research on different holiday destinations of their choice, their choice is based on a variety of values such as fun, companionship, safety and price.

This is similar to the in public relations.

- (1) postmodern critique
- (2) values-driven approach
- (3) process approach
- (4) system approach

Q10 A postmodern critique sees the postmodern public relations practitioners as an organisational activist, the practitioner becomes a change agent through

- (1) facilitating articulation of dissenting voices
- (2) communication with various stakeholders
- (3) continuous interaction with the relevant stakeholders
- (4) integration of feedback from the relevant stakeholders

Q11 Which of the following combinations represents the strategic role of public relations?

- (a) Doing environmental scanning in the macro-, task- and micro-environments of the organisation.
- (b) Disseminating information to the organisation's publics.
- (c) Determining stakeholder concerns, feelings and attitudes towards the organisation.
- (d) Compiling a communication strategy.

- (1) a b
- (2) c d
- (3) a c
- (4) a d

Q12 A public relations practitioner who ensures that values that empower society are the driving forces of the organisation.

Which one of the following approaches to public relations is exemplified in its communication process?

- (1) Relationship management theory
- (2) Value driven approach
- (3) Relationship management theory
- (4) Corporate responsibility

Q13 The trial of former South African Paralympian Oscar Pistorius for the murder of his girlfriend Reeva Steenkamp attracted attention from both local and international publics.

Select the statement that best applies to the newsworthiness of the Oscar Pistorius case.

- (1) The Oscar Pistorius case as a news event was statistically deviant and had huge potential to change the status quo at a local, regional, national and international level.
- (2) The cultural significance of the Oscar Pistorius case added to the newsworthiness and economic impact of the event.
- (3) The newsworthiness of the story was based purely on the political significance of the event.
- (4) The newsworthiness of the story was based purely on the public significance of the event.

Q14 Deviance can be defined as

- (1) "News items that are usual, less important or not relevant".
- (2) "Things, people, events that are not significant in any way".
- (3) "News that entertain, inform and attracts different audiences".
- (4) None of the above.

Q15 Last year in April, South Africa saw news stories of women brutally being murdered by either strangers or their partners in different provinces.

Which theoretical distinct component of deviance will determine the newsworthiness of these news or stories?

- (1) Potential for social change deviance
- (2) Statistical deviance
- (3) Normative deviance
- (4) Public significance

Q16 Which of the following is not true regarding the axioms framed by Ledingham (2003) concerning organisation-public relationships?

Rather than communication, the relationships

- (1) are the principal concern of the domain of public relations
- (2) are effectively managed to support mutual understanding and benefit
- (3) can be sustained by communication alone
- (4) are driven by the perceived needs and wants of interacting organisations and publics

Q17 is an example of controlled media.

- (1) Newspapers
- (2) Pamphlets
- (3) Brochures
- (4) Written memoranda

Q18 Planning for a crisis comprises four consecutive steps according to the generally accepted model.

Which of the following conforms to the model?

- (1) Risk assessment, developing the plan, response and recovery.
- (2) Risk assessment, developing the plan, defining the problem and planning and programming.
- (3) Defining the problem, planning and programming, taking action and communicating and evaluating.
- (4) Defining the problem, planning and programming, evaluating the crisis and recovery.

Q19 Newspapers, television, radio and magazines are used for communicating with external publics.

Which one of the following statements is correct?

- (1) Newspapers are not the most credible form of media.
- (2) Television is not the most intimate medium.
- (3) Radio does not offer a range of publicity opportunities.
- (4) Magazines provide durable information.

Q20 During a crisis communication plan various stakeholders should be identified.

Who are the key stakeholders?

- (1) Employees
- (2) Media
- (3) The curious public
- (4) All the above

Q21 When the crisis end an organisation should evaluate the quality of its response and take appropriate action from the lesson learnt.

This step is known as

- (1) response
- (2) risk assessment
- (3) developing plan
- (4) none of the above

Q22 According to Angelopulo and Barker (2013) there are seven potential benefits that may result from a crisis.

Which one is not the correct option?

- (1) Latent problems are faced.
- (2) Heroes are born and people become the focus of attention.
- (3) People can be changed
- (4) Sale increase

Q23 Falling under close media or government scrutiny it can be identified as

- (1) opportunity
- (2) publicity
- (3) crisis
- (4) evaluation

Q24 can be described as “tracking of trading in the organisation’s shares; monitoring of speculative activities; and distribution of information to potential online investors”.

- (1) Online newsroom
- (2) Online publication
- (3) Website launch planning
- (4) Online investor relation

Q25 Four major social scientific perspective exist from which public relations theory can be built upon or benefit.

Which one is the incorrect option?

- (1) Symbolic interactionism
- (2) Conflict management
- (3) Haberman ‘s theory of communication action
- (4) Conflict theories

PUBLIC RELATIONS

SELF-ASSESSMENT QUESTIONS

These questions are for self-assessment and will assist you with your preparation for the final examination. Please do not submit these questions as an assignment. You will receive detailed feedback on these self-assessment questions in a tutorial letter that will be sent to you during the course of the semester.

QUESTION 1

Grunig and Hunt (1984) identified four evolutionary theoretical public relations paradigms. Compare and contrast these four models, using examples. Discuss which of these four models, in your opinion, is the most ethical form of public relations. Your discussion should be clear and to the point. [30]

QUESTION 2

“While those South African companies that have enterprise-wide crisis communication plans are taking responsible steps to protect themselves against emergencies, many are not aware that their crisis communication plans should integrate into a variety of other company policies and strategies.”

Discuss this statement with reference to the steps in crisis communication planning as proposed by Guth and Marsh (2000). Provide examples where applicable.

Include the following headings in your discussion:

- Risk assessment
- Developing the plan
- Response
- Recovery

[30]

QUESTION 3

Discuss the elements of the online public relations model suggested by Barker (2004). As part of your discussion, explain how this model relates to the system’s perspective. [30]

ASSIGNMENT 03

THE INTEGRATED COMMUNICATION CAMPAIGN

PORTFOLIO ASSIGNMENT

In this assignment you will have to plan an integrated communication campaign for a real organisation.

This portfolio assignment will contribute **40 marks**, while the examination will contribute **60 marks** towards your final mark for the module. You should therefore regard the assignment as a major contributing element for the purposes of assessing your performance as regards this module.

SEMESTER 1

Assignment number 3

Portfolio assignment

Unique assignment number 786925

Due date 10 April 2018

SEMESTER 2

Assignment number 3

Portfolio assignment

Unique assignment number 814410

Due date 3 September 2018

INTRODUCTORY COMMENTS

When paging through your prescribed study material (study guide and prescribed book) you will notice that **activities** are mentioned.

The purpose of **activities** is generally to guide your study or reading of a specific section or unit of the prescribed study material. They will also help you to apply the knowledge gained in a particular section of the work. Before you compile the portfolio it is imperative that you read through the prescribed material and do the activities in the study guide with a view to gaining a general impression of the processes involved in an integrated campaign.

The portfolio assignment is based on the *Interactive Model of Communication Campaigns*, which you will find in section 13.5 of the prescribed book and study unit 10 of the study guide.

You will notice that the activities in the assignment differ slightly from the model presented in the prescribed book. The reason is that the information in the prescribed book is too extensive to be included with the instructions for the assignment. The information required will be available in the prescribed book and the study guide, however.

The assignment has to be done in a systematic, step by step process, and the prospective integrated campaign will have to be placed in a specific context. Therefore, no two portfolios can be exactly the same – each organisation for which each of you plan an integrated communication campaign will be distinct and in that sense unreproducible. Moreover each portfolio is expected to be an orderly and systematic record of the process of planning the relevant campaign.

Your portfolio must contain the following:

- 1 A signed affidavit stating that the portfolio contains your personal work.

You may use the following formulation as a guide:

I, the undersigned, hereby affirm that the portfolio contains my personal work.

Your student number

The date

A witness's signature

- 2 The **name** and **code** of the module (**COM3708: Advertising and Public Relations**) and **your student number** are **essential** details for your examination record. Place your file in an assignment cover.

If you prefer to remain anonymous (ie. by not disclosing your name and other personal details) your choice will be respected. However, your **student number** and the **code of the module** must be indicated for the purpose of processing your results.

- 3 A table of contents.

- 4 A list of sources consulted.

The onus is on you to make provision for postal delays, which may prevent your portfolio from reaching the University by the closing date.

Submit it as **Assignment 03 for COM3708**.

You are expected to submit a portfolio for evaluation.

This portfolio entails the planning of a real integrated communication campaign that you have to develop for a local charity, a local school or some other non-profit organisation, based on the guidelines for integrated campaigns as described in your prescribed book and the study guide.

Due to the time constraints you only need to plan the campaign and not implement it.

You have to approach the organiser(s) of the local organisation to obtain permission as well as cooperation from the organisation to enable and facilitate the development and execution of the prospective campaign. (If necessary, this *Tutorial Letter 101* can be shown as authorisation for the assignment.)

The consecutive steps for the development of the integrated communication campaign required in performing the required assignment are detailed below.

Please follow the sequence below and number each heading according to the structure provided.

1 PHASE 1: ASSESS

Outcome of phase 1:

A document should be produced that exhaustively details particulars of the audience assessment, the organisation's broader operations and objectives, the pertinent environmental conditions, historical and future considerations, as well as the details, perceptions, status and communication of the idea that forms the focus of the campaign.

The document should include a complete situation analysis. Assessment of the relevant variables should be based on observation, informal research and investigation and, finally, formal research.

To compile this document systematically, you should do the following:

1.1 Identify the communicator

Study section 13.5.1.2 in the prescribed book and do the following:

- 1.1.1 Identify an organisation or organisations that you will approach with the proposal to plan a communication campaign. Write down the name of the organisation(s) and its (their) contact details:
- 1.1.2 Write a letter to the owner/manager/organiser of the organisation in which you explain that you would like to meet him/her to propose the planning of a communication campaign – also explain what the campaign will entail. Explain that persons concerned will be under no obligation to implement the campaign, and provide particulars of what the planning process will require. Remember, this first act of approaching the organisation is also an act of communication – convincing the organisation and its management that you can add value to the organisation (selling yourself and your expertise). Attach the letter as an appendix. Write a report covering the following:
- 1.1.3 What was your experience in approaching the organisation – did you experience it as positive or negative?
- 1.1.4 How did the organisation respond to your request?

- 1.1.5 You have to establish a working relationship with the organisation – what arrangements would you make? To whom would you report and who would be your contact person at the organisation? How often would you report back to the organisation? Write a brief report on how you established a working relationship with the organisation.
- 1.1.6 Identify who the communicator for the campaign would be. Would it be the organisation as a whole, a section of the organisation, etc.? Substantiate your choice by explaining why the communicator has been designated.

1.2 Identify the target audience

Study section 13.5.1.4 in the prescribed book, as well as the work you may have covered in the research modules. You will be required to do some formal research, while consulting textbooks on research methodology would be advisable (assuming you are not familiar with research methodology).

Complete the following activities and report on each in the portfolio:

- 1.2.1 Formulate a brief problem statement for the research (remember that this should be a research problem statement – trying to collect the information to identify the real communication opportunities or problems).
- 1.2.2 Formulate at least three sub-problems.
- (a) Sub-problem 1:
How would it contribute to solving the main problem?
- (b) Sub-problem 2:
How would it contribute to solving the main problem?
- (c) Sub-problem 3:
How would it contribute to solving the main problem?
- 1.2.3 Formulate one research question for each sub-problem.
- (a) Research question 1:
(b) Research question 2:
(c) Research question 3:
- 1.2.4 Identify the unit of analysis:
- 1.2.5 Identify the population(s) for the study:
- 1.2.6 Describe the sampling procedure(s) that has (have) been applied:
- 1.2.7 Identify the specific methodology that you would apply and describe how you developed your measuring instrument:

- 1.2.8 Report your results in full:
- 1.2.9 Explain how you made provision for audience segmentation in terms of demographics (at least) and other variables in your research (eg by including these variables as part of a questionnaire).
- 1.2.10 Explain what you learned from the research exercise by answering the following questions:
- (a) Explain what you discovered about the organisation.
 - (b) To what extent could you predict the results?
 - (c) In your estimation, was the research worthwhile, or not?
 - (d) Explain how the research could influence the way you plan your campaign.

COMPLETING PHASE 1.2

1.2 Identify the target audience

For this phase you will be required to conduct formal research on the target audience. It is therefore recommended that you consult the work you may have covered in the research modules. Read through section 13.5.1.4 in the prescribed book for guidelines on the information you need from the target audience of the prospective campaign. For example, you may want to demarcate the audience in terms of demographic, psychographic and sociographic definitions. As this is a communication campaign it would be helpful to investigate the audience's current levels of awareness, perceptions, attitudes and opinions concerning the organisation with a view to formulating campaign objectives. The research involved will shed light on the relevant issues.

1.2.1 Formulate a proper research problem statement

Your problem statement needs to be sufficiently informative to serve as a platform from which to plan the campaign. You need to discover **why** people do not support the organisation or contribute to its activities. Are people aware of the organisation, and if so, to what extent do they understand the organisation's work? Do they regard it as a worthwhile cause? Do they perceive the organisation to be credible – or do they think their donations are misused? How would they prefer to be informed, communicated with? What are their preferred media? What kind of feedback do they want if they donate? Shouldn't you make provision for different audiences? Do not make the mistake of assuming that information will mobilise people. You need to do research to discover what people's needs and expectations, as well as their perceptions and attitudes are.

You could formulate your problem statement as follows:

"To establish potential supporter levels of awareness, and perceptions of, and attitudes towards the organisation and its cause.

In light of the above your problem statement could be elucidated by including the following elements:

- The method – for example, a survey.
- The time dimension – cross-sectional or longitudinal.
- The action to be taken – for example, an evaluation.
- The nature (methodology) – qualitative/quantitative.
- The issue – for example, potential supporter levels of awareness and perceptions of, and attitudes towards the organisation, as well as the reason for the organisation's existence.

Taking the above into consideration, a research problem statement could be formulated as follows:

"A quantitative evaluation of potential supporter levels of awareness and perceptions of, and attitudes towards the organisation, and the reason for the organisation's existence: a cross-sectional survey".

This research step is vital in the planning stage of the campaign. When developing your problem statement or research problem, you need to remember that your research will provide you with information that will help you gain a better understanding of your target audience (eg familiarity with their attitudes and perceptions). Remember, the problem statement relates to your target audience and addresses how you are going to gather information from them that will help you with your communication campaign.

1.2.2 Formulate at least three sub-problems

After developing the research problem statement you should formulate sub-problems, which should contribute to solving the main research problem by dividing the main problem into lesser researchable units.

The following sub-problems could be formulated in light of the exemplary research problem provided above:

1. Establish potential donors' current levels of awareness of the organisation.
2. Establish potential donors' perceptions of the cause of the organisation, and of the organisation itself.
3. Establish donors' attitudes towards the organisation's cause and towards the organisation itself.
4. Investigate potential donors' needs and expectations when contributing to the organisation.
5. Establish potential donors' media preferences and preferred ways of contact and feedback.

REMEMBER:
YOU ONLY NEED TO FORMULATE AT LEAST THREE SUB-PROBLEMS.

1.2.3 Formulate one research question for each sub-problem.

The purpose of the research question is to operationalise a sub-problem.

If the sub-problem is:

“Establish current levels of potential donors’ awareness of the organisation”

Then the research question could be:

“What are the current levels of awareness among the organisation’s potential donors?”

You need to formulate a research question for each sub-problem.

1.2.4 Identify the unit of analysis

Page through the research study material for a definition of the unit of analysis, that is to say, the smallest elements investigated in the study. For example, if you are doing a survey or interviews, individuals will be your unit of analysis.

1.2.5 Identify the population(s) for the study

It is important to define your population very carefully, as this will determine your sample and the procedure used to draw a sample. For a local charity or small business the population could be a neighbourhood, or the whole region – depending on how it is defined by the organisation.

The population should not be too small – it must be an entity that will justify a campaign. It may be a good idea to differentiate between the target population and the accessible population. The target population is the population for which you want to generalise findings, while the accessible population includes all members to whom you have access.

1.2.6 Describe the sampling procedures applied.

You need to describe your sampling procedures in detail. How did you decide who to include and how did you actually do this? Make sure that the sampling method you selected corresponds with the procedures actually applied. Please study the issue of sampling in your study material for the research modules. Sampling is an important aspect of research because it will have an impact on the validity of the research. For example, you are welcome to make use of convenience sampling – but then your procedures must be consistent with the method. If you decide to do random sampling, then again you have to ensure that you comply with the requirements for randomness.

1.2.7 Identify the specific methodology you will apply and describe how you have developed the measuring instrument.

You will most likely make use of one of the following two methodologies (however, you are not limited to these two):

1. Survey research (via the use of questionnaires)
2. Interviews

If you use a questionnaire, add it as an addendum to your assignment. Similarly, if you make use of interviews, add all your discussion documents, transcripts and notes as an addendum.

Your measuring instrument has to be aligned with the sub-problems you identified earlier. (You could even use the sub-problems as sections of the questionnaire or as an interview guide to ensure that you cover everything.) Look at the factual information you need to ascertain – for example concerning perceptions, attitudes, awareness, preferences, etc. – and construct your measuring instrument accordingly. Remember, the information produced by this measuring instrument will have to form the basis of your campaign.

1.2.8 Report your results in full

Results of survey research (via questionnaires) must be reported in full (eg. how many responses were actually obtained?) Reporting could be done by means of frequency tables for all items in the questionnaire. We need to see if you interpreted your results correctly.

An example of a frequency table is the following:

	Yes	No	Don't know
Question 3	35%	25%	40%

After you have transcribed/summarised your interviews you need to properly analyse your data and identify different themes that emerged from the interviews. These themes are then presented in a format (eg a table) that makes them accessible for purposes of planning the campaign.

1.2.9 Explain how you made provision for audience segmentation

You are expected to indicate demographic characteristics (eg. age, gender and socioeconomic status), specified as demographic (at least), psychographic and sociographic variables that should form part of your measuring instruments (eg by highlighting age, gender, etc. in your questionnaire), thus enabling differentiation of audiences targeted by your campaign and showing how to effect such differentiation targeted audiences. For example, in your research you could ask questions about age or gender in order to distinguish hypothetically between housewives and working women as a basis for estimating the time people have available to do volunteer work at the organisation?

1.2.10 Explain what you have learned from the research exercise by completing the following:

1. Explain what you discovered about the organisation by doing research.
2. To what extent could you predict the results?
3. Why would you say it was worthwhile (or not) to do the research?
4. Explain how the research will influence the planning of your campaign.

1.3 Analyse the situation and identify campaign aims

Besides audience research a vital component of assessment for the planning of a communication campaign is the situation analysis.

This means that you need to do a lot of observation and informal research to properly identify, analyse and describe the factors that could influence the functioning of the organisation in society.

Study section 13.5.1.5 in the prescribed book and discuss the following factors as they **apply to your organisation**:

- 1.3.1 Give an historical review and forecast (10 to 15 lines).
- 1.3.2 Describe the social, political and economic environment and the impact on the organisation (at least two paragraphs) on each of these environments.
- 1.3.3 Describe the organisation's competitors.
- 1.3.4 Describe the organisation and its culture. (Remember to identify those factors that could influence the integration of the campaign.)
- 1.3.5 Identify three issues based on the research results and situation analysis that are relevant for the campaign (eg credibility, awareness and image).
- 1.3.6 Specify at least three broad general aims for the campaign.

All the above should now be documented in a report describing phase 1 of the *Interactive Model of Communication Campaigns*. The document is simply a compilation of all the elements requested above. The compilation should be systematically filed and presented as a complete section of the assignment.

COMPLETING PHASE 1.3

1.3 Analyse the situation and identify campaign aims

1.3.1 *Historical review and forecast*

A historical review and forecast should identify the following:

- The evolution of the product/service/idea.
- The reason for its present status.
- Problems or opportunities that should be dealt with.

The idea behind this exercise is to collect facts about the organisation and its functions that will offer insight into the origination. This will allow you to predict the course that the organisation will follow in the near future.

1.3.2 Social, political and economic environment

- **Social environment**

Discuss the social context in which the organisation functions. (For example, explaining that the local community experiences high levels of unemployment and is in general very poor, with high incidences of drug abuse.) You also have to indicate what the impact of this is on the organisation. (For example, explaining that security at the premises of the organisation is compromised by the poor state of the community and high drug abuse levels– which forces the organisation to spend a lot of money on security services which could be put to better use.)

- **Political environment**

Identify the political environment, as well as the political issues that may have an impact on the organisation. You could, for example, indicate that the community is dominated by a specific political party and that the organisation's management is associated with another political party; and therefore is not supported by the local municipality or community. You need to explain how the political environment influences the organisation or what its impact is on the organisation.

- **Economic environment**

Identify the economic environment, as well as the economic issues that may have an impact on the organisation. For example, you could explain that, due to the poverty in the community, the local community is unable to support the organisation financially (but that it also means that people have time to do volunteer work at the organisation – which represents a potential area of growth for the organisation).

1.3.3 Competitors

The intention with this task is not only to identify direct competitors (that are the same/similar kinds of organisations in the same community or region), but to cause you to look wider at the demands that are placed on the audiences that you have selected for the campaign. For example, if your aim is to increase financial contributions to the organisation, you have to look at the financial position of your target audience and the financial demands on them. Are you competing with the SPCA or with HIV/Aids clinics and other charities in the near environment? If the local community is very poor, it will not be advisable to try to increase financial contributions. You should rather concentrate on getting them to do volunteer work at the organisation.

1.3.4 Describe the organisation and its culture

Describe the organisation and its culture in detail. In this exercise you should identify the elements that may impact on the planning of the campaign. For example, if you find that the physical premises of the organisation are untidy and decayed, this may have an impact on the campaign – insofar as you may steer away from, say, an open day as a showcase event. Or, you discovered that the receptionist of the organisation is rude and bossy and not at all friendly. You would have to plan for training in telephone etiquette and interpersonal skills to ensure that when the campaign is implemented, potential donors and contributors are not alienated by the receptionist.

1.3.5 Identify three communication issues based on the research results and situation analysis that are relevant for the campaign

You should study the results obtained in section 1.2, as well as the findings from the situation analysis conducted in this phase, and look at problems that are identified – for example, you may have discovered that the organisation is not credible. The issue identified is then credibility and you will have to address credibility in the campaign. Discuss at least three related issues identified in the results.

1.3.6 Three broad general aims for the campaign

General aims will assist in guiding the campaign in the right direction. The aims should be relevant and based on the research you have done and the situation analysis you completed. If you discovered that people do not know about the organisation, one of the aims can be to create awareness as a first phase of the campaign. For example, another aim can be to establish the credibility of the organisation (and its cause) as a second phase for the campaign.

2 PHASE 2: CREATE

In the second phase, the campaign should be planned – based on the work that was done in the first phase.

2.1 Stipulate the communication problem or opportunity

From the assessment document, the main communication problem or opportunity needs to be stated – as a communication objective. This statement should satisfy the question on why the campaign is necessary and what it would achieve.

Answer the following questions:

- 2.1.1 Formulate the main communication problem or opportunity for the organisation that you selected as the object for your campaign.
- 2.1.2 Why do you need to do this campaign?
- 2.1.3 What does the campaign aim to achieve?

2.2 Define strengths, weaknesses, opportunities and threats (SWOT analysis)

As a precursor to the SWOT analysis, the following information must be extracted from the research document:

- 2.2.1 What information is obtained about the audience? Describe at least three audience characteristics that are relevant for the campaign – as discussed in activity 10.7 of the study guide.

2.2.2 Define the needs of the audience.

2.2.3 Based on the above, provide a summary of the following:

- (a) Strengths
- (b) Weaknesses
- (c) Opportunities
- (d) Threats
- (e) Problems

2.3 Decide on the campaign topic

Formulate a one-sentence topic, describing your campaign:

2.4 Formulate strategic communication objectives

Identify and formulate at least three strategic communication objectives for your campaign:

2.5 Create the communication message

2.5.1 Formulate the “big idea” for your campaign in one sentence:

2.5.2 Formulate a message approach for your campaign:

2.5.3 Decide on how the message approach will be presented to the audience and list and discuss two ways in which this will be executed.

Specify the mix of communication elements (communication mix) that will be used in the implementation of the campaign.

COMPLETING PHASES 2.3, 2.4 AND 2.5

Phase 2.3:

Decide on a campaign topic

Formulate a one-sentence topic describing your campaign. This is not about the organisation or the product/service/idea, but rather what exactly about these elements is going to be communicated in the campaign.

For example, a medical aid company could be doing a health awareness campaign, focusing on creating a “*healthier you*”. The campaign topic would then, for example, be worded as follows:

The “healthier you” campaign will promote health awareness and education amongst various stakeholders.

Phase 2.4: Formulate strategic communication objectives

When you conducted your research on the audience in phase 1 you were required to break down the main research problem into lesser researchable units, which were formulated as sub-problems. Similarly, the formulation of strategic communication objectives requires you to draw on your campaign topic specified in the previous phase. Strategic communication objectives comprise the following elements:

- the objectives of the communication campaign
- the audiences targeted for attainment of the objectives
- the degree to which the campaign objectives should be attained
- the resultant behaviour or actions
- the time-frame within which attainment is envisaged

Examples of strategic communication objectives are the following:

- *To promote health awareness by using various media activities in order to persuade 35% of the medical aid scheme's members living in South Africa to take part in the Virgin Active gym-membership special, offered by the scheme in collaboration with said gym by December 2017.*
- *To educate 50% of staff members at all branches via various communication programmes on the importance of maintaining a healthy balanced diet in the workplace by October 2017.*

You need to identify and formulate at least three strategic communication objectives for your campaign.

Phase 2.5: Create the communication message

2.5.1 Formulate the “big idea” for your campaign in one sentence

The “big idea” refers to what the message will communicate and is used to position the campaign in the minds of the audience.

The “big idea” relating to the campaign topic provided as an example is *a healthier you*, and is linked to the campaign topic of creating awareness and providing education on health-related issues with and amongst the various stakeholders of the organisation (the members of the medical aid scheme, the employees, etc).

2.5.2 Formulate a message approach for your campaign

You need to decide how to put the “big idea” into a format that can be easily communicated to the audience and that gets the intended message across. For this you need to consider the message approach that will work for the campaign and will ultimately be applied to the campaign.

The message approach is either a *rational* or *emotional* approach and is based on the information obtained about the audience and the organisation in phase 1.

A ***rational*** approach is used if the audience's needs are functional, practical and informational. It is therefore very important to look back at the research conducted on the audience to determine which approach is more suitable for the message. With a rational approach, facts are used to address the audience. An ***emotional*** approach is used when the audience's needs are social or psychological (for example, esteem and social acceptance). Effective emotional approaches induce feelings such as satisfaction, pleasure, esteem or recognition.

2.5.3 Decide on how the message approach will be presented to the audience and list and discuss two ways in which this will be executed.

This exercise requires you to discuss the presentation of the message to the audience. It is important that you discuss how this execution will be applied to the campaign. A number of approaches to the execution of the message may be considered.

Examples are as follows:

- humorous
- factual
- a demonstration
- a testimonial
- fantasy
- personal recommendation

Remember to provide as much detailed information as possible when substantiating the execution.

2.5.4 Specify the mix of communication elements that will be used to implement the campaign

The mix must be integrated and include elements characteristic of:

- advertising
- public relations
- online communication

You must consider coordination and integration of communication elements in the communication mix. You must make sure that the elements are complementary and work towards meeting the specified objectives of the campaign. Make sure that you include a proper mix of media and techniques.

2.6 Select the media

2.6.1 Medium 1

- (a) Explain why you selected this medium.
- (b) How will it contribute to internal integration? Refer to *reach, frequency* and *impact*.

2.6.2 Medium 2

- (a) Explain why you selected this medium.
- (b) How will it contribute to internal integration? Refer to *reach, frequency* and *impact*.

2.6.3 Medium 3

- (a) Explain why you selected this medium.
- (b) How will it contribute to internal integration? Refer to *reach, frequency* and *impact*.

2.6.4 Medium 4

- (a) Explain why you selected this medium.
- (b) How will it contribute to internal integration? Refer to *reach, frequency* and *impact*.

COMPLETING SECTION 2.6

2.6 Select the media

Provide a list of media (at least four media activities) you would use to distribute your message. You need to select appropriate media for advertising, public relations and online communication. For each medium identified, discuss **why** you selected that medium and how it will contribute to internal integration. When discussing internal integration, refer to the criteria of *reach, frequency* and *impact*.

Reach refers to the total number of people exposed to the message (for example, number of media representatives present at a media launch or the estimated readership of a community newspaper). The greater the reach of the medium, the greater the number of people who will receive the message via the specified medium.

Frequency refers to the number of times an individual is exposed to the message sent via the specified medium. For example, some people may drive past a billboard every weekday on their way to work. The greater the frequency, the more exposure a recipient has to a message.

Impact refers to the strength of a medium in conveying the message sent, and in effect disseminating the message to the desired audience effectively. This refers not only to the medium selected, but also to the message sent. An excellent message will have greater impact than one that is merely mediocre.

2.7 Produce the communication material

- 2.7.1 For the final activity, you need to provide all materials discussed in section **2.7 (Select the media)**. These need only be done in draft format of the various materials (such as press releases, advertisements, speeches, event programmes, websites, social media, banners, radio advertisements, as well as television advertisements).
- 2.7.2 For each design, discuss how it would help convey the “**big idea**” (meaning intended) specified in section **2.5.1**.

2.8 Proof of authenticity: Evaluation of the planning of the campaign by the organisation

Include an official letter from the organiser(s) (or the person at the organisation with whom you collaborated) in which the value of the campaign to the organisation and possible problems are discussed.

If you do not include this letter in the portfolio, your marks for this portfolio will be halved.

3 TECHNICAL PRESENTATION

Ten marks will be awarded for technical and academic presentation of the work you submit and will be allocated as follows:

Minimum criteria for technical and academic presentation of your work	Evaluation
1. The portfolio contains a personal declaration that it is your own work (see <i>Tutorial Letter CMNALLE/301</i>).	2
2. The Table of Contents corresponds with the numbering, headings and subheadings in the portfolio. The correct numbering system is used, not the alphabet, nor I, II, III, IV, nor (i), (ii), (iii).	2
3. All sources consulted are cited in the list of sources consulted, including newspapers, magazines, policy documents, tutorial letters, study guides, prescribed books, other study material and people you consulted.	2
4. The correct reference techniques are used in the portfolio and in the list of sources consulted and they are not numbered (consult <i>Tutorial Letter CMNALLE/301</i> for the correct reference techniques).	2
5. Any other aspects related to the technical and academic presentation of your assignment or portfolio, such as appropriate subject terminology, are used and your presentation does not contain language, spelling or typing errors; nor does your presentation contain personal types of address.	2

ASSESSMENT OF THE PORTFOLIO

Mark allocation for the portfolio:

Activity	Sub-activity	Marks
PHASE 1: ASSESS		
1.1 Identify the communicator	1.1.1 Identify an organisation(s)	1
	1.1.2 Write a letter to the organisation(s)	2
	1.1.3 Write a report.	2
TOTAL		5
1.2 Identify the target audience	1.2.1 Problem statement for the research	2
	1.2.2 Sub-problems	3
	1.2.3 Research questions	3
	1.2.4 Unit of analysis	1
	1.2.5 Population(s)	1
	1.2.6 Sampling procedures	2
	1.2.7 Methodology and measuring instrument	4
	1.2.8 Results	2
	1.2.9 Audience segmentation	1
	1.2.10 Self-reflection	1
TOTAL		20
1.3 Analyse the situation and identify the campaign aims	1.3.1 Historical review and forecast	2
	1.3.2 Social, political and economic environment	3
	1.3.3 Competitors	2
	1.3.4 Describe the organisation and its culture	1
	1.3.5 Identify three issues, based on the research results and situation analysis, which are relevant to the campaign	3
	1.3.6 Three broad general aims for the campaign	3
TOTAL		14

Activity	Sub-activity	Marks
PHASE 2: CREATE		
2.1 Stipulate the communication problem or opportunity	2.1.1 Formulate the main communication problem or opportunity	2
	2.1.2 Why do you need to conduct this campaign?	2
	2.1.3 What does the campaign aim to achieve?	2
	2.1.4 Identify three audience characteristics that are relevant to the campaign	3
	2.1.5 Definition of the needs of the audience	2
	2.1.6 SWOT analysis	4
TOTAL		15
2.2 Determine the campaign topic		2
TOTAL		2
2.3 Formulate strategic communication objectives		3
TOTAL		3
2.4 Create the communication message	2.4.1 Formulate the “big idea”	2
	2.4.2 Message approach	3
	2.4.3 Different ways of presenting your message	4
	2.4.4 Communication mix	2
TOTAL		11
2.5 Select the media	2.5.1 Provide a list of media (at least four media activities)	4
	2.5.2 Explain with regard to each medium why you selected that medium and how it would contribute to internal integration	8
TOTAL		12
2.6 Produce the communication material	2.6.1 Design the four activities	4
	2.6.2 Explain how each activity contributes to the “big idea”	4
TOTAL		8
3		10
TECHNICAL PRESENTATION		
GRAND TOTAL		100

If you do not include this letter in the portfolio, your marks for this portfolio will be halved.

8.7 Other assessment methods

There are no other assessment methods for this module.

8.8 The examination

Examination admission

The following applies to all students registered for this module:

- If you are studying topic 1 (Advertising), submit Assignments 01 and 03. If you are studying topic 2 (Public Relations), submit Assignments 02 and 03.
- Assignment 01/02 is a compulsory assignment. You must complete this assignment in order to gain admission to the examination. If this assignment is not submitted on or before the due date, you will **not** qualify to sit for the examination. The mark you receive for Assignment 01/02 does not contribute anything towards your year-mark. However, a total of 40% of the mark that you receive for Assignment 03 will contribute towards your year mark.
- A subminimum of 40% is necessary in the examination and a total of 50% is required to pass this module. This means that if you do not receive at least 40% in the examination, you will automatically fail the module. Your year-mark will be added to your examination mark at the end of the year and your final mark will be converted into a percentage.
- If you fail the examination in October/November and do not qualify for a supplementary examination, you will be required to reregister for the module in the following semester. The examination will take place in May/June of that year. If you fail the October/November examination and qualify for a supplementary examination, you will be required to write the supplementary examination during May/June of the following year.
- The supplementary examination will be based on the same curriculum and module content that you studied during the semester (topic 1 or topic 2).
- Please note that, should the University grant you a **supplementary examination**, **your year-mark will not count towards your final mark**. In other words, your examination will count 100% of your final mark and you will have to achieve a mark of at least 50% in the supplementary examination to pass the module. However, this arrangement will not affect students who write the **aegrotat examination** (ie an examination given to people who were ill and whose condition is supported by a medical certificate). Their year-mark will count towards their final mark.
- To assist you with your preparation for the examination, you will receive a tutorial letter that will explain the format of the examination paper, and clearly set out what material you have to study for the examination. It is a good idea to review the self-assessment questions that we have provided in this tutorial letter when preparing for the examination.
- During the semester, the Examination Department will provide you with general information on the examination, examination venues, examination dates and examination times.

- **Examination period**

This module is offered in a semester period of 15 weeks. This means that if you are registered for the first semester, you will write the examination in May/June 2018 (the supplementary examination will be written in October/November 2018). If you are registered for the second semester, you will write the examination in October/November 2018 (the supplementary examination will be written in May/June 2019).

During the semester the Examination Section will provide you with information on the examination in general, examination venues, examination dates and examination times.

- **Previous exam paper**

Previous examination papers are available on myUnisa. You can, however, accept that the examination questions will be similar to the questions in the activities in your study guide and in the assignments.

- **Exam paper**

The COM3708 examination will consist of one two-hour paper (of 60 marks) that will include short questions and essay type questions.

- **Tutorial letter with information on the examination**

To assist you in your preparation for the examination, you will receive a tutorial letter that will explain the format of the examination paper and set out clearly what material you have to study for examination purposes.

9 FREQUENTLY ASKED QUESTIONS

The brochure, *my Studies @ Unisa*, contains an A-Z guide of the most relevant study information.

10 IN CLOSING

The COM3708 team trusts you have find the work presented in this module interesting and informative.

We wish you success in the final examination – and in your future studies.
