

Tutorial Letter 101/3/2016

Advertising and Public Relations

COM3708

Semesters 1 & 2

Department of Communication Science

Please Note:

This tutorial letter contains important information about your module.

BAR CODE

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1 INTRODUCTION

Dear Student

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 achieve success in your studies pertaining to this module. Start studying early in the semester and resolve to 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 by the end of the semester you have registered for. 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.

1.1 Tutorial matter

The following study material will be posted to you:

- Tutorial Letter 101 and Tutorial Letter 301, which you must read through first
- The study guide.

Please note:

Some of this study material may not be available when you register. Study material that is not available when you register will be posted to you as soon as possible.

Please read through Tutorial Letter 301 (CMNALLE) in conjunction with Tutorial Letter 101, as they will give you an idea of important information and practices relating to the Department of Communication Science.

Tutorial Letter 101 contains the assignments and assessment criteria, as well as instructions for preparing and submitting assignments. This tutorial letter also provides you with all the information you need on the prescribed study material and other resources. Please study this information carefully and make sure that you obtain the prescribed study material as soon as possible.

- **The study guide**

University of South Africa. Department of Communication Science. 2012. *Only study guide for COM3708*. Pretoria: University of South Africa.

Please note:

The study guide and prescribed chapters from the prescribed book should be studied in conjunction with one another, as the study guide lends support to the comprehensive prescribed book.

The study guide can be accessed on *myUnisa* on the COM3708 page under the link, “Official Study Material”.

- You will receive this tutorial letter and a number of other tutorial letters during the semester.

You will also receive a feedback tutorial letter later in the semester, which will provide you with feedback on assignments, as well as examination preparation guidelines.

All tutorial letters for COM3708 can be accessed on *myUnisa* on the COM3708 page under the link, “Official Study Material”.

As pointed out, you will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment.

This tutorial letter will provide you with

- general information on the COM3708 module (Advertising and Public Relations)
- guidelines for studying topic 1 (Advertising)
- guidelines for studying topic 2 (Public Relations)
- the assignments for semesters 1 and 2
- guidelines for studying and completing the portfolio assignment for topic 3.

At the outset, we would like to point out that **you must read through all the tutorial letters** you receive during the semester **immediately and carefully**, as they always contain important and sometimes urgent information.

We trust you will enjoy this module, and we wish you every success.

2 PURPOSE OF AND OUTCOMES FOR THE MODULE

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 give you insight into the practice both of 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, namely The integrated communication campaign	Study unit 10: The integrated communication campaign

2.2 Outcomes

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

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

1. Demonstrate an understanding of the theoretical principles of advertising or public relations and the relationship between communication and the broad field of advertising or public relations in an organisational context.
2. 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.
3. Demonstrate your ability to apply the theoretical framework to the extent that you are able to plan a basic integrated communication campaign, applying both advertising and public relations activities in an integrated organisational communication context.

Remember:

You only need to study topic 1 **or** topic 2 – you do not have to study both.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturers

The lecturers responsible for this module are:

NAME	TELEPHONE NO.	E-MAIL ADDRESS	OFFICE TVW
Mr NL Selekane Module Coordinator	(012) 429 2146	seleknl@unisa.ac.za	6-92
Mrs T Breet-van Niekerk Advertising	(012) 429 6287	breett@unisa.ac.za	7-82
Ms V Kabini Public Relations	(012) 429 2937	kabinvp@unisa.ac.za	7-75

All queries that are not of an administrative nature **but** are **about the content of this module** should be directed to us. Please have your study material with you when you contact us.

Please note:

Letters to lecturers may not be enclosed with or inserted into assignments.

3.2 Department

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

In writing

We have supplied our e-mail addresses and telephone numbers above, but you can also 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, *myStudies @ Unisa* that you have 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 e-mail 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/ 6565/ 6423.

By fax

The Department's fax number is +27 12 429 3346. If you send a fax, please remember to clearly indicate your name, student number, telephone and/or fax number, postal address and module code. Please mark the fax clearly for the attention of the module coordinator.

By e-mail

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 e-mail address

You may also contact the Department using your *myLife* e-mail 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 *my Studies @ Unisa* brochure 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
- E-mail 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>

3.4 E-tutoring

Please be informed that, with effect from 2013, Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7, this means qualifying first year, second year and third year modules. Please log on to *myUnisa* to find out if any of the modules that you have registered for falls in this category.

Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. Thereafter you will receive an sms informing you about your group, the name of your e-tutor and instructions on how to log onto *myUnisa* in order to receive further information on the e-tutoring process.

Online tutorials are conducted by qualified E-Tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-tutoring takes place on *myUnisa* where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For you to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

There are modules which students have been found to repeatedly fail, these modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important for you to register at your nearest Unisa Regional Centre to secure attendance of these classes.

4 MODULE-RELATED RESOURCES

4.1 Prescribed books

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

Angelopulo, G & Barker, R (eds). 2013. <i>Integrated Organisational Communication</i> . 2 nd 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 10.12)**.

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, *myStudies @ 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 e-mail 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 communicate to our students whenever textbooks authored by members of the Department are being 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 this end, we will do the following:

- Ensure that prescribed textbooks, authored by members of staff, went through 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 this 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.

To this end, we will do 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.

5 STUDENT SUPPORT SERVICES FOR THE MODULE

Since you have chosen to enrol at Unisa, which is an open distance learning (ODL) institution of higher education, 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 obtain an academic qualification on a part-time basis.

However, many people are not used to studying completely in isolation from the university, their lecturers and their fellow students. As a result, many distance education students feel lonely and drop out. This is not necessary, though, as Unisa offers various resources to support you and to bridge this distance.

For detailed information on the various student support systems and services available at Unisa (for example, counselling, tutorial classes, language support, et cetera), please consult the brochure, *myStudies @ Unisa*, which you should have received with your study material.

- **myLife student e-mail account**

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

We do, however, understand that it is sometimes difficult to access your Unisa *myLife* e-mail account on a regular basis. In order not to miss out on important communication, Unisa gives you the option to forward all your *myLife* e-mails to an alternative e-mail address of your choice (for example your work e-mail address).

Consult the brochure, *myStudies @ Unisa*, to forward your *myLife* e-mails to another e-mail 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, et cetera.

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

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. Alternatively, you can go there directly by typing <http://my.unisa.ac.za> into your internet browser.

- **Library Information**

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 e-mail: malandj@unisa.ac.za
 Phone: +27 12 429 3212
 Fax: +27 12 429 2925

- **Online library services**

You are encouraged to use the library's excellent facilities on the main campus in Pretoria, or to use the library online. To find the library's homepage, point your browser to <http://www.unisa.ac.za>, click on library, and then click on library catalogue. The page header is "**Oasis library catalogue**" and library services are listed under "**Search options**" and "**Other options**" respectively. To qualify for using the library's online services, first create your library PIN (personal identification number) by clicking on "**Create your PIN**" and following the instructions displayed on the screen. Once you have created a PIN, you will have access to all the request services the library offers.

6 MODULE-SPECIFIC STUDY PLAN

Use your *myStudies @ Unisa* brochure for general time management and planning skills.

7 MODULE: PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There is no practical work for this module.

8 ASSESSMENT

8.1 Assessment plan

(1) 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.



Complete and submit the portfolio assignment for topic 3.

8.2 General assignment numbers

Assignments are numbered consecutively per module, starting from 01.

8.2.1 *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.

YOU NEED TO WRITE THIS UNIQUE ASSIGNMENT NUMBER ON THE MARK-READING SHEET, WHICH YOU RECEIVED WHEN YOU REGISTERED. IF YOU UPLOAD THIS ASSIGNMENT ON MYUNISA, TYPE IN THE UNIQUE NUMBER IN THE SPACE PROVIDED.

8.2.2 Due dates for assignments

Assignment No.	Type of Assignment	Unique assignment No.	Due Date
Semester 1			
01	Multiple-choice assignment for Advertising	851093	7 March 2016
02	Multiple-choice assignment for Public Relations	819612	7 March 2016
03	Portfolio assignment	704075	6 April 2016
Semester 2			
01	Multiple-choice assignment for Advertising	708630	11 August 2016
02	Multiple-choice assignment for Public Relations	817106	11 August 2016
03	Portfolio assignment	696874	7 September 2016

8.3 Submission of assignments

PLEASE TAKE 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.

Should you not submit Assignment 01 on time, you will have to re-register for this module in the next semester.

Assignments may **NOT** be submitted to lecturers via fax or e-mail.

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 *myStudies @ Unisa*.

8.4 Assignments

ADVERTISING

SEMESTER 1 ASSIGNMENT 01

This section deals with the advertising component of this module. If you wish to study advertising, complete Assignment 01 for the semester you are registered for, as well as the portfolio assignment (Assignment 03) in section D: *The integrated communication campaign*.

Assignment No.	Type of Assignment	Unique assignment No.	Due Date
01	Multiple-choice assignment for Advertising	851093	7 March 2016

Assignment 01 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 that you receive for Assignment 01 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.

Q1 The creative team of an advertising agency recently won an award for their advertisement depicting the qualities of a small new car. The judges were particularly impressed by the striking and persuasive message of the advertisement.

This scenario refers to the success of the principles of the traditional response model.

- (1) hierarchy of effects
- (2) innovation adoption
- (3) AIDA
- (4) information processing

Q2 Within the context of the FCB planning model's FCB grid of the purchase of the same brand of washing powder by a consumer refers to involvement.

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

Q3 A new pharmacy chain in the Western Cape 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 boutique
- (3) industry-focused
- (4) virtual

Q4 While you are sitting in front of the television, an advertisement for Ariel washing powder is broadcast. Because you need washing powder, you will comprehend the advertisement. The striking nature of the advertisement appeals to you, which results in you buying the washing powder.

This scenario describes the stages of the traditional response model.

- (1) AIDA
- (2) hierarchy of effects
- (3) information processing
- (4) innovation adoption

Q5 In media selection, the media should be selected in accordance with the target audience's media usage. To carry out an HIV/Aids advertising campaign for rural communities, a media buyer would have to select a medium that will guarantee the widest exposure.

According to advertising theory, which media would ensure the greatest exposure in the above scenario?

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

Q6 A company in South Africa has just had an advertisement created for it by writers and artists from a creative boutique. They are satisfied with the creative outcomes of the advertisement, but are still concerned about where to go in order to acquire a service that will find the right space to display the advertisement.

Which advertising agency can assist the company with its concerns?

- (1) An industry-focused agency
- (2) An in-house agency
- (3) Media buying services
- (4) Minority agency

Q7 Which model suggests that several different consumer response patterns can result from advertising?

This model suggests that different response sequences are likely for low-involvement purchases as opposed to high-involvement purchases.

- (1) The integrated information response model
- (2) The FCB planning model
- (3) The three-orders hierarchy model of information processing
- (4) The innovation adoption model

Q8 Peter works for a prominent advertising agency in Johannesburg as a media planner. There are elements that need to be considered by Peter in his media plan. Select the elements below that would assist John to produce a good media plan.

He 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)

Q9 An advertiser will use an effective advertising strategy to advertise a golden bracelet. The consumer will proceed through the consumer response phases in a feel-learn-do sequence and the consumer's level of involvement will be high. This consumer's decision to purchase will be based more on feelings (emotions) than on rational thought processes. Large spaces and special magazine images are best for this form of advertising message.

This scenario describes the consumer response model.

- (1) FCB planning
- (2) feel-learn-do
- (3) emotive
- (4) dissonance hierarchy

Q10 A female consumer sees a commercial on television concerning a new slimming product. She then visits the website of the organisation to find more information on the product. There are various testimonials on the website from women who successfully slimmed down with the help of this product. This makes the consumer want the same experience.

This scenario refers to the alternative response hierarchy model.

- (1) low-involvement
- (2) integrated information
- (3) dissonance/attribution
- (4) standard learning

Q11 A group of children are watching television. They view various advertisements but choose to listen only to the good things that are mentioned about toys. They ignore the fact that the advertisements stipulate that they can only try to buy one set of toys instead of the entire collection as the collection is very expensive.

This kind of reaction is defined as

- (1) selective retention
- (2) selective perception
- (3) selective exposure
- (4) selective distortion

Q12 Which concepts in the definition of online advertising differentiate it from traditional advertising?

- (a) Inexpensive
- (b) Information-intensive
- (c) Voluntary
- (d) Feed back

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

Q13 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 tailor-made for specific cultural groups and delivered at different scheduled times.
- (4) The traditional models of unidirectional communication are not valid for online communication and should be replaced by many-to-many communication models.

- Q14 Which of the following is **not** an advantage of online advertising?
- (1) Research conducted on forecasts, audience profiles and other statistics from the internet demonstrates a great deal of variance.
 - (2) Messages can be designed to appeal to the specific needs and wants of the target audience.
 - (3) Advertisers can increase consumer involvement and satisfaction.
 - (4) Information is often freely available.
- Q15 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
- (1) (a) (b) (d)
 - (2) (b) (c) (d)
 - (3) all of the above
 - (4) (a) (b)
- Q16 Which one of the following options is not considered as being advertising by purpose?
- (1) Corporate image advertising
 - (2) Product advertising
 - (3) Consumer advertising
 - (4) Personal advertising
- Q17 In the context of the FCB planning model's FCB grid, the purchase of the same brand of washing powder by a consumer refers to involvement.
- (1) high
 - (2) low
 - (3) knowledge
 - (4) informative
- Q18 The marketing mix comprises the 4 Ps.
- Which one of the following is **not** an element of the marketing mix?
- (1) Product
 - (2) Planning
 - (3) Price
 - (4) Promotion

- Q19 Which of the following options is incorrect with regard to the process of media buying?
- (1) Media buying requires a thorough knowledge of different media.
 - (2) Media pricing is an essential part of media buying.
 - (3) The media buyer needs to have expert knowledge of media content, audience habits and the design of the advertising campaign.
 - (4) During media buying, the size of the target audience is measured against the cost of the audience.
- Q20 Marketers make use of market segmentation because it
- (1) assists the creative director in managing the advertising strategy
 - (2) enables an organisation to consider the needs of its target market
 - (3) could assist in determining a marketer's most profitable position in the market
 - (4) assists to implement the advertising campaign according to schedule
- Q21 When considering the classification of advertising according to medium, interactive advertising is common with which one of the following media?
- (1) Magazines
 - (2) The internet
 - (3) Outdoor advertising
 - (4) Radio, cinema and television
- Q22 There are a number of advertisements broadcast on television in which no particular brand is mentioned but the message is clear in that it will encourage the use or consumption of a particular product produced by a certain industry. An example of this is the advertisements that promote the goodness of dairy products.
- According to contemporary advertising theory, what classification of advertising is this?
- (1) Corporate image advertising
 - (2) Retail advertising
 - (3) Primary demand advertising
 - (4) Product advertising
- Q23 Which of the following actions do **not** refer to media planning?
- Determining
- (a) the best newspapers in which the advertisement should appear
 - (b) the needs of the advertising agency
 - (c) how many advertisements should appear in each medium?
 - (d) the profits of the advertising agency
- (1) (a) (b)
 - (2) (a) (c)
 - (3) (c) (d)
 - (4) (b) (d)

Q24 When advertisers repeatedly show the same advertisements to their target audiences (to distinguish a product's brand from that of a competitor), they influence the target audience via

- (1) norms
- (2) habits
- (3) cognitive learning
- (4) perceptions

Q25 In media selection, the media should be selected in accordance with the target audience's media usage. To carry out an HIV/Aids advertising campaign for rural communities, a media buyer would have to select a medium that will guarantee the widest exposure.

According to advertising theory, which media would ensure the greatest exposure for the above scenario?

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

ADVERTISING

SELF-ASSESSMENT QUESTIONS

QUESTION 1

One Mobile is a new company, specialising in the sale of the highest-quality cellphone accessories, including headsets, holsters, charges, faceplates and batteries.

You are approached, as a communication consultant, to develop an advertising campaign to promote One Mobile's range of products.

Discuss each of the phases in the development of the traditional advertising campaign. Briefly highlight how each phase will be applied to the One Mobile advertising campaign.

[30]

QUESTION 2

2.1 Define and describe the process of market segmentation. (10)

2.2 Explain how cultural and social influences could have an impact on consumer behaviour. (10)

2.3 Explain how psychological influences could have an impact on consumer behaviour. (10)

[30]

QUESTION 3

Discuss and explain the different types of advertising agencies and also indicate which kinds of product(s) are most suitable to be promoted by each type.

[30]**ADVERTISING****SEMESTER 2 | ASSIGNMENT 01**

Assignment No	Type of Assignment	Unique assignment No	Due Date
01	Multiple-choice assignment for Advertising	708630	11 August 2016

You need to write this number on the mark-reading sheet you received when you registered. If you upload this assignment on *myUnisa*, you should type in the unique number in the space provided.

Assignment 01 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 that you receive for Assignment 01 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.

Q1 A young mother who is concerned about child-welfare in the different parts of Africa is exposed to various advertisements while watching TV. One of the advertisements is emphasising all the benefits of driving an expensive luxury car. The other is a Pampers advertisement encouraging mothers to buy Pampers nappies, as a portion of their spending goes towards buying vaccines to prevent 'New-born Tetanus' in children from different parts of Africa. She does not pay any mind to the advertisement about the luxury car but watches the Pampers advert attentively because it means something to her.

This kind of reaction is known as

- (1) selective exposure
- (2) selective retention
- (3) selective perception
- (4) selective distortion

Q2 On-line advertising is becoming increasingly favoured by advertisers for its ability to offer a different perspective compared to traditional advertising.

Which of the following characteristics form part of online advertising?

- (a) Interactive
- (b) Affordable
- (c) Information intensity
- (d) Voluntary

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

Q3 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

Q4 The creative team of an advertising agency recently won an award for their advertisement depicting the quality of features of a new small car. The judges were particularly impressed by the striking and persuasive message of the advertisement.

This scenario refers to the success of the principles of the traditional response model.

- (1) hierarchy of effects
- (2) AIDA
- (3) innovation adoption
- (4) information processing

Q5 Based on a recommendation from your friend, you recently bought new mag wheels for your car at Speedy's. Although you are happy with the mags, you watch Speedy's advertisements with interest because you want to be assured that you have made the correct choice. The sequential pattern in this model represents a do-feel-learn pattern.

This scenario describes the steps of the alternative response hierarchy model.

- (1) learning
- (2) low involvement
- (3) dissonance/attribution
- (4) differentiation

Q6 Learning plays an important role in how consumers behave. Which type of learning is concerned with the voluntary experience of behaviours that are then rewarded, punished or ignored? Advertisers use this knowledge, for instance, by emphasising repetition and discrimination in order to convince consumers that their brands are better than the competitors' brands.

- (1) Classical conditioning
- (2) Instrumental conditioning
- (3) Selective distortion
- (4) Cognitive learning

Q7 Which concepts in the definition of online advertising differentiate it from traditional advertising?

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

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

Q8 A new hardware chain in Umtata plans to launch an advertising campaign in order to introduce its various power tools and services to its target audience. Since the hardware chain lacks the necessary expertise to plan and implement an advertising campaign itself, it will have to use the services of an advertising agency.

The new hardware chain in Umtata would probably use a/an agency.

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

Q9 Students registered for an advertising module at Unisa are developing a media plan for a student group assignment due at the end of the first semester. They are currently occupied with the issue of the duration of the advertising campaign and the number of times a person within the target market will be exposed to the advertiser's message.

A professional media planner would classify these concerns as

- (a) frequency
- (b) reach
- (c) time
- (d) impact

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

Q10 A group of children are watching television. They view various advertisements but choose to only listen to the good things that are mentioned about toys. They ignore the fact that the advertisements stipulate that they can only try to buy one set of toys instead of the entire collection as the collection is very expensive.

This kind of reaction is defined as

- (1) selective retention
- (2) selective distortion
- (3) selective perception
- (4) selective exposure

Q11 Advertising that is created to promote an organisation's mission or philosophy regarding important issues is known as

- (1) action or response advertising
- (2) retail advertising
- (3) corporate image advertising
- (4) recruitment advertising

Q12 When you want to buy All Gold tomato sauce you will first learn about the product via an advertising message and use it for a while. After using the tomato sauce 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 tomato sauce. If, however, you are repeatedly exposed to advertising messages for All Gold tomato sauce, 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

Q13 Learning plays an important role in how consumers behave. Which type of learning is concerned with the voluntary experience of behaviours that are then rewarded, punished or ignored?

Advertisers use this knowledge, for instance, by emphasising repetition and discrimination in order to convince consumers that their brands are better than the competitors' brands.

- (1) classical conditioning
- (2) selective distortion
- (3) cognitive learning
- (4) instrumental conditioning

Q14 Online advertising is a new phenomenon in Africa and most people are still not aware of what the concept is all about.

Which of the following statements regarding the benefits of online advertising are true?

- (a) Capability to reach a global audience at a fast rate
- (b) Target marketing
- (c) Allows for synergy of different media forms
- (d) Message tailoring
- (e) Creativity in online advertising is limitless

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

Q15 Online advertising has created many possibilities for advertising products to consumers.

Which of the following statements, concerning online advertising, is/are false?

- (a) Advertising is not interactive.
- (b) Geographical location is an important factor in determining consumer exposure to advertisements.
- (c) Online advertising allows for the possibility of communicating with many consumers across the globe.
- (d) Advertisements are accessible to audiences without internet access.

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

Q16 Psychographics can be defined as the true motivation for a person's behaviour and gives the advertisers a broader insight into an individual. Cognitive and connectionist learning are schools of learning.

From the list of statements below, select those that are reflective of cognitive and connectionist learning.

- (a) It upholds the discovery of patterns and insight, as well as emphasises the importance of perception, problem-solving abilities and understanding.
- (b) It refers to information that a person deliberately seeks out, which is in line with his/her personal frame of reference.
- (c) People learn to see connections between stimuli and responses in a process divided into classical conditioning and instrumental conditioning.
- (d) People deliberately look for information that supports their decision and ignore information that does not.
- (e) People tend to forget about an advertisement immediately after hearing or seeing it.

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

Q17 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 are these two phenomena of online advertising formally known as?

- (a) Affordability
- (b) Interactivity
- (c) Deliberate exposure
- (d) Competency
- (e) Consumer control

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

Q18 Unisa relaunched its visual appearance by changing its logo and its mission to that of "the African university in the service of humanity". Various advertisements were placed in a variety of newspapers to make the public aware of this new branding.

In terms of the classification of advertising, this scenario refers to advertising.

- (1) product
- (2) corporate
- (3) political
- (4) retail

Q19 This form of online advertising has resulted in consumers choosing what to see and what not to see. The consumer, by navigating through various pages, comes across the advertisements of various advertisers.

The consumer in this situation is 'King'. In which media does this kind of consumer behaviour exist?

- (a) SMS (short messaging service)
- (b) Websites
- (c) Television
- (d) Online radio
- (e) Email messages

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

Q20 When advertisers repeatedly show the same advertisements to their target audience (to distinguish a product's brand from that of a competitor), they influence the target audience via

- (1) norms
- (2) habits
- (3) cognitive learning
- (4) perception

Q21 There are various responsibilities that are shared by copywriters and art directors in an advertising agency.

Which tasks are shared by both professionals?

- (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)

Q22 In media selection, the media should be selected according to the target audience's media usage. To carry out an HIV/Aids advertising campaign for rural communities, a media buyer would have to select a medium that will guarantee the widest exposure.

According to advertising theory, which media would ensure the greatest exposure for the above scenario?

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

Q23 You access *Foschini's* website to browse through their latest online catalogue. While browsing through the catalogue, a message comes up asking you whether you would like to subscribe to an e-mail newsletter.

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

- (a) Standard banners
- (b) Online shopping mall
- (c) E-mail marketing
- (d) Pop-up window

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

Q24 When considering the classification of advertising according to medium, interactive advertising is common in which one of the following media?

- (1) Magazines
- (2) The internet
- (3) Outdoor advertising
- (4) Radio, cinema and television

Q25 A new jewellery store chain in Mpumalanga plans to launch an advertising campaign in order to introduce its various jewellery stores and products to its target audience. As the jewellery chain lacks the necessary expertise to plan and implement an advertising campaign itself, it will have to use the services of an advertising agency.

The new jewellery store chain in Mpumalanga would probably use a/an agency.

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

ADVERTISING

SELF-ASSESSMENT QUESTIONS

QUESTION 1

“Psychographics are said to be the true motivation for a person’s behaviour and provide advertisers with a broader picture of a person” (Barker and Angelopulo 2006).

Explain how psychological influences impact on consumer behaviour.

Your answer should be based on the following four (4) variables:

- | | | |
|-----|--|-------------|
| 1.1 | Perception and selective perception. | (10) |
| 1.2 | Cognitive learning and connectionist learning. | (10) |
| 1.3 | Habits. | (5) |
| 1.4 | Motivation and needs. | (5) |
| | | [30] |

QUESTION 2

Critically discuss and explain advertising’s role in the marketing mix and overall communication strategy of the organisation, while providing relevant examples.

[30]

QUESTION 3

- | | | |
|-----|---|-------------|
| 3.1 | An organisation wants to introduce a new product to their target market. The significance of the research done during the assessment phase needs to be analysed in terms of the SWOT analysis. Explain how you will use the SWOT analysis to analyse this research. You need to provide a relevant example to illustrate your answer. | (15) |
| 3.2 | Discuss the different types of advertising agencies and indicate what kinds of product(s) are best promoted by each type of agency. | (15) |
| | | [30] |

PUBLIC RELATIONS

SEMESTER 1 | ASSIGNMENT 02

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*.

You need to write this number on the mark-reading sheet you received when you registered. If you upload this assignment on *myUnisa*, type in the unique number in the space provided.

Assignment No.	Type of Assignment	Unique assignment No.	Due Date
02	Multiple-choice assignment for Public Relations	819612	7 March 2016

Assignment 02 is a **compulsory** assignment.

You must complete this assignment in order to gain admission to the examination.

If you fail to submit this assignment on or before the due date, you will **not** qualify to sit for the examination.

The mark that you receive for Assignment 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.

Q1 How many of the following statements correctly differentiate between the terms publics and stakeholders?

- (a) As recipients of messages, publics are more critical and active in the communication process, while stakeholders have an interdependent and reciprocal relationship with the organisation.
- (b) Publics communicate their concerns about a situation pertaining to their relationship with the organisation, while stakeholders are aware of their connection to an organisation, but have not communicated about it with others.
- (c) Publics are passive receivers of communication messages who are easily influenced by such messages, while stakeholders have two-way reciprocal relationships with the organisation.
- (d) Publics are characteristic of the asymmetrical approach to public relations, while stakeholders are participative in the communication, thus being characteristic of symmetrical communication.

- (1) One
- (2) Two
- (3) Three
- (4) Four

- Q2 The coverage that the Pregnancy Awareness Week received in various broadcast, print and online media on both national and regional level is attributed to the fact that the issue may be deemed newsworthy as it holds a degree of significance.
- (1) political
 - (2) economic
 - (3) cultural
 - (4) public
- Q3 in the form of anecdotes and industrial theatre are powerful management and internal communication tools that circulate through the organisation very quickly, while (b) allow(s) for quick and easy editing of organisational information, and has/have replaced traditional media in some organisations.
- (1) (a) Displays and exhibitions (b) email
 - (2) (a) Video or teleconferences (b) satellite broadcasting
 - (3) (a) Storytelling (b) intranets
 - (4) (a) Training and job instructions (b) closed-circuit television
- Q4 Holding an online press conference in the chat room of a website, where various stakeholders and media representatives take part in live real-time dialogue via an online platform, addressing an organisational issue is reflective of
- (1) two-way asymmetrical communication
 - (2) quasi-interactivity
 - (3) integrated online communication
 - (4) true interactivity
- Q5 Which combination of the following statements best describes two-way symmetrical communication?
- (a) Both the organisation and the public can be persuaded to modify their attitudes or behaviour as a result of public relations.
 - (b) Two-way symmetrical communication is “the most ethical approach to public relations and ethical public relations is the most effective in meeting organisational goals” (Grunig & Grunig 1992:308).
 - (c) The organisation’s primary interest is to get its target audience to accept its ways of thinking rather than adapting the organisation, its policies or its views.
 - (d) Organisations are willing to make significant adjustments in the way that they function in order to meet the needs of their target audiences.
- (1) (b) (c) (d)
 - (2) (a) (c)
 - (3) (a) (b) (d)
 - (4) (b)

Q6 Grunig and Hunt (1984:27) developed four models of public relations that have contributed to practitioners' understandings of the discipline. These models had developed throughout history and are still practiced in organisations today.

Which one of the following sequences illustrates the evolution of these models?

- (1) Public information model, Press agency/Publicity model, Two-way asymmetrical model, Two-way symmetrical model.
- (2) Press agency/publicity model, Public information model, Two-way asymmetrical model, Two-way symmetrical model.
- (3) Two-way symmetrical model, Two-way asymmetrical model, Public information model, Press agency/Publicity model.
- (4) Two way asymmetrical model, Press agency/Publicity model, Public information model, Two-way symmetrical model.

Q7 Continuous should take place within the application of online public relations, as this allows the organisation to adapt to feedback within the system and maintain a sense of equilibrium, thus eliminating uncertainties.

- (1) interaction
- (2) evaluation
- (3) planning
- (4) adaptation

Q8 Eskom's power crisis has brought about major concern and speculation amongst the local and international community. In order to address these concerns, which of the following publics need to be communicated with?

- (a) Big business and organised labour
- (b) International and domestic investors
- (c) The media
- (d) The people of South Africa

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

Q9 By the time the power crisis in South Africa had been resolved, the relevant parties and organisations involved in the crisis communication "should evaluate the quality of their responses and take appropriate action from the lessons [they have] learnt" (Du Plessis 2006:220).

Which one of the following steps in Guth and Marsh's crisis communication planning strategy would the above fall under?

- (1) Risk assessment
- (2) Developing the plan
- (3) Response
- (4) Recovery

Q10 Newspapers are used as a powerful tool to shape and inform public opinion. From the list below, select the combination that best represents reasons for using newspapers as a public relations tool.

Newspapers

- (a) are the most credible form of all media
- (b) are a medium of sustained information
- (c) are the most intimate medium to use
- (d) cater for readers' specialised interests

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

Q11 Ms Saks is developing an internal communication campaign, aimed at motivating the employees of the restaurant chain she works for to wash their hands regularly. She has decided that the best way to communicate this message is by making use of images and words which may be placed in the vicinity of washbasins in each restaurant.

Which of the following media would be suited to this purpose?

- (1) Radio
- (2) Displays and exhibitions
- (3) Satellite broadcasts
- (4) Television

Q12 Which of the following media, aimed at external stakeholders, is identified by Cutlip et al (2002) as being the most credible of all?

- (1) Newspapers
- (2) Magazines
- (3) Television
- (4) Radio

Q13 Newsworthiness of a news item is essential in determining the amount of media coverage it will receive. According to Shoemaker (1996), 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.

Q14 Mrs Maloka has been in charge of Wilfred Electronics' website for several months, but until now they have had no integrated public relations plan.

What are the three key components that Mrs Maloka needs to take into account in order to ensure that her online and traditional public relations tools will integrate successfully with the overall communication strategy?

- (1) Media releases, mailing lists and websites.
- (2) Crisis communication, media relations and employee communication.
- (3) Message consistency, interactivity and mission orientation.
- (4) Inputs, outputs and noise.

Q15 During a crisis, it is essential to manage online communication effectively. Failing to do so can destroy the organisation's reputation and image. Guth and Marsh (2000) propose a four-step plan in order to manage a crisis: Risk management, developing the plan, response and recovery.

What should an online crisis plan encompass?

- (1) Immediacy and reach
- (2) Crisis team, duty list, meeting place and computer access
- (3) False rumours
- (4) The internet

Q16 In what way does marketing public relations (MPR) differ from traditional public relations?

- (1) It makes use of news conferences.
- (2) It is primarily aimed at promoting an organisation's products or services.
- (3) Messages are carefully planned.
- (4) It focuses on interactivity or two-way communication.

Q17 is/are a flexible person-to-person medium that use/s the spoken word and possess/es the qualities of personal, direct contact.

- (1) Television
- (2) Magazines
- (3) Radio
- (4) News agencies

Q18 Public relations activities that focus on exercising power and control over the organisational environment represent thefunction of public relations.

- (1) power
- (2) management
- (3) representative
- (4) symmetrical

Q19 According to Lubbe (2000), the aim of public relations is to manage perceptions between the organisation and its various publics.

To ensure the successful management of these perceptions, which of the following functions of public relations become relevant?

- (1) Media liaison; sufficient writing skills; environmental scanning.
- (2) The interpretation of needs, attitudes and opinions and communicating this to stakeholders, while managing the communication process, in order to change or maintain these needs, attitudes and opinions.
- (3) Environmental scanning; identifying key issues of concern; addressing issues proactively; avoiding possible crises.
- (4) Building relationships; addressing stakeholder needs; managing needs, attitudes and opinions.

Q20 Pitcher (2002) states: "As society continues to change, we should understand that audiences are not separate islands to be reached by linear channels, but [now] wholly integrated elements of the culture in which we live ... The networked nature of the digital age massively extends the scope and range of human communication by reducing the constraints of geography, audience reach, time and resources."

Under which of Grunig and Hunt's (1984) four models of public relations would the above idea be considered?

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

Q21 Toothbrushes Galore uses a push mechanism to market their products online.

Which of the following tools will not be used by Toothbrushes Galore?

- (1) Banners
- (2) Online coupons
- (3) Screensavers
- (4) Webcasts

Q22 Pauchant and Mitroff (1992) in Du Plessis (2006:217) provide a definition of “a crisis” in the context of crisis communication.

Which of the following statements related to this definition of a crisis are correct?

- (a) A crisis cannot threaten the legitimacy of an industry.
- (b) A crisis is an unexpected event that may threaten the existence of an organisation.
- (c) A crisis can reverse the strategic mission of an organisation.
- (d) A crisis will not influence the way people see themselves.
- (e) A crisis affects part of a system and threatens its basic assumptions.

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

Q23 Which of the following can be described as a new trend in online public relations?

- (1) Hard-copy information
- (2) Subscription-only pricing
- (3) internet libraries with data
- (4) Publishing by specialists

Q24 Pampers and Meropa Communications “worked closely with various parenting magazines to provide each publication with an individual angle”, thus obtaining coverage in these publications regarding PAW.

Which combination of the following statements best represents reasons for making use of parenting magazines for coverage on PAW?

- (a) Parenting magazines were deemed valuable in progressively building up publicity for PAW.
- (b) Magazines target niche markets and parenting magazines reach readers with specialised interests in parenting-related issues.
- (c) Parenting magazines possess the qualities of direct, personal contact because they cater to the specific needs of the reader being targeted.
- (d) The use of parenting magazines to cover PAW allowed Meropa Communications to issue news releases that were prepared to meet the needs of the magazines’ readers.

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

Q25 Building online community goodwill via online activities, which benefit an organisation’s image, is an example of online

- (1) media relations
- (2) customer support
- (3) investor relations
- (4) public affairs and community relations

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 self-explanatory 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.” (Stand-alone PR crisis ... 2008.)

Discuss this statement while referring to the steps in crisis communication planning, as provided 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]

PUBLIC RELATIONS

SEMESTER 2 | ASSIGNMENT 02

You need to write this number on the mark-reading sheet you received when you registered. If you upload this assignment on *myUnisa*, you should type in the unique number in the space provided.

Assignment No.	Type of Assignment	Unique Assignment No.	Due Date
02	Multiple-choice assignment for Public Relations	817106	11 August 2016

Assignment 02 is a **compulsory** assignment.

You must complete this assignment in order to gain admission to the examination.

If you fail to submit this assignment on or before the due date, you will **not** qualify to sit for the examination.

The mark that you receive for Assignment 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.

Q1 The Asian Tsunami of 2004 was a devastating natural disaster that destroyed many lives. It still, however, proved to be a visual spectacular for the world to see. The distressing nature of the event made it extremely newsworthy for a number of reasons.

Select the statement that **best** applies to the newsworthiness of the Tsunami.

- (1) The Tsunami as a news event was statistically deviant and had huge potential to change the status quo at local, regional, national and international level.
- (2) The cultural significance of the Tsunami 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.

Q2 There are four dimensions of social significance, namely political, economic, cultural and public significance.

Which one of the following statements is wrong?

- (1) Political significance implies the extent to which the content of a news item has a potential or actual impact on the relationship between people and government.
- (2) Economic significance refers to the extent to which the content of a news item has a potential or actual impact on the exchange of goods and services.
- (3) Cultural significance refers to the extent to which the content of a news item has a potential or actual impact on a social system's traditions, institutions and norms.
- (4) Public significance refers to the extent to which a news item can improve the image of a public figure.

Q3 Marketing services agency, *proximity#ttp*, launched what it claims as a South African first for the cellular provider Cell C, via a subscriber campaign that is taking full advantage of the scope offered by online marketing. The Cell C/Hummer campaign, which has been flighted across a range of media over the past five weeks, also incorporates an online competition with a novel approach to gathering customer details. [23 Jan 2008 09:22] Source: *Bizcommunity*.

Which of the following online marketing applications did Cell C use to foster their marketing strategy?

- (1) Buying and selling of products over the internet.
- (2) Building up a customer profile.
- (3) Customer service and support.
- (4) SMS marketing.

Q4 Pop-up windows

- (1) transform ordinary web images into interactive images that reveal hidden layers of editorial content
- (2) are large advertisements, displayed on half of the computer screen
- (3) are placed on the edges of photos or advertisements on popular, advertising-supported websites
- (4) automatically open on top of the main webpage when a website is accessed and are often used for subscription sales

Q5 The Institute for Public Relations and Communication Management (previously known as PRISA) identified seven key stages in planning a public relations campaign.

They are as follows:

- Stage 1: Defining the situation (situation analysis)
- Stage 2: Formulating objectives
- Stage 3: Identifying target publics
- Stage 4: Formulating messages
- Stage 5: Implementing actions
- Stage 6: Drawing up a budget
- Stage 7: Conducting an evaluation

Taking into consideration the fact that this model consists of a series of stages, which of the following approaches of public relations does the above model form part of?

- (1) The press agency/Publicity model
- (2) A process approach
- (3) A systems approach
- (4) A value-driven approach

Q6 According to Barker, du Plessis and Hanekom (2006:300), “different media options have become available to South African consumers, and audience fragmentation has resulted.”

Audience fragmentation can be defined as:

- (1) Smaller media outlets being bought up by international conglomerates.
- (2) The increase in the number of media outlets, splitting audiences into numerous niche groups according to the media they utilise.
- (3) Audiences making use of more varied media types.
- (4) A decrease in media usage world-wide.

Q7 Which one of the following media is **NOT** an example of image and word media?

- (1) Closed-circuit television
- (2) Video or teleconferences
- (3) Satellite broadcasts
- (4) The internet

Q8 Which of the following terms best describe a website that users can access to obtain information stored on other computers?

- (1) Extranet
- (2) Mailing lists
- (3) Gophers and Telnet
- (4) VSAT

Q9 As a communication medium, the internet is and will be used also as an advertising medium by many advertisers.

Traditional advertising media

- (1) will be replaced entirely with online advertising media
- (2) will continue to be the dominant force in advertising
- (3) need to be integrated with online advertising media for maximum effectiveness
- (4) strategies exist separately from the online advertising media strategy

Q10 Which of the following is regarded as important motivators for online shopping?

- (a) Saving money.
 - (b) Better security for making purchases with a credit card.
 - (c) No travelling.
 - (d) A wide choice of products.
- (1) (a) (c)
 - (2) (a) (c) (d)
 - (3) (b) (c) (d)
 - (4) all of the above

Q11 Mr Van Rooyen has decided to subscribe to a newsletter from the local newspaper that will allow him to comment on certain stories.

This represents interactivity.

- (1) true
- (2) distorted
- (3) vagueness
- (4) quasi-

Q12 The online public relations (OPR) model developed by Barker (2004) suggests that online public relations should be studied in conjunction with a combination of elements from the systems theory, cybernetics and information theory.

Which one of the following elements is not an element of the OPR model?

- (1) Open system
- (2) Interaction with the environment
- (3) Inputs and outputs
- (4) Relay

Q13 A strategy that can be associated with online newsgroups, which is an important tool of online public relations, is

- (1) the utilisation of information to reach the general public
- (2) managing requests of, and interaction with users calling in to access systems
- (3) Information about organisational events
- (4) building relationships with prospective and existing clients

Q14 The concept “public relations” lends itself to a plethora of definitions.

Which of the following is the correct definition of the concept?

- (1) A cross-functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialogue.
- (2) A process of strategically managing audience-focused, channel-centred and results-driven brand communication programmes over time.
- (3) A process of managing all sources of information about a product/service to which a customer or prospect is exposed and which, behaviourally, moves the customer towards a sale and maintains customer loyalty.
- (4) The management, via the communication of perceptions and strategic relationships between an organisation and its internal and external stakeholders, while aligned and coordinated with other types of communication to contribute to the corporate brand.

Q15 Power Limited has launched an intensive public relations campaign to counteract negative media coverage, following a mining accident in which 100 of its miners died. Significantly, the company seeks to build mutual understanding with its stakeholders via this campaign.

Which public relations model do you think the company adopted in this campaign?

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

Q16 The identification of, amongst others, the attitudes, opinions and behaviour of an organisation's stakeholders is characteristic of one of the public relations process steps.

Which of the following is correct?

- (1) Planning and programming
- (2) Defining the problem
- (3) Evaluating the problem
- (4) Taking action and communicating

Q17 There are four public relations issues that arise from a critical postmodern perspective.

Which of the following public relations issues criticises the notion that modern public relations should emphasise mutual understanding between an organisation and its stakeholders?

- (1) Public relations and representation
- (2) Public relations as a management function
- (3) Public relations as a power function
- (4) Public relations and the issue of symmetry

Q18 The interdependence between an organisation and its stakeholders is reflective of a

- (1) process approach
- (2) systems approach
- (3) relationship management theory
- (4) value-driven approach

Q19 There are differences between traditional public relations and online public relations.

Which of the following is **not** an online public relations trend?

- (1) Subscription-only pricing.
- (2) Compound documents, which integrate text, pictures and video.
- (3) Universal linking to create dynamic documents.
- (4) Special-interest services, aimed at specific audiences.

- Q20 Which of the following is **not** a characteristic of traditional public relations?
- (1) It is expensive.
 - (2) It is time-consuming.
 - (3) It often has a 'hit-and-miss' nature.
 - (4) It eliminates geographical barriers.
- Q21 Public relations activities that exclude other viewpoints with the aim to exert control over the organisational environment, are an example of public relations
- (1) as a power function
 - (2) as a management function
 - (3) and the issue of symmetry
 - (4) and representation
- Q22 Newspapers are used as a powerful tool to shape and inform public opinion. From the list below, select the combination that best represents the reasons for using newspapers as a public relations tool.
- Newspapers
- (a) are the most credible form of all media
 - (b) are a medium of sustained information
 - (c) are the most intimate medium to use
 - (d) cater for readers' specialised interests
- (1) (a) (b)
 - (2) (b) (c)
 - (3) (a) (c) (d)
 - (4) (a) (b) (d)
- Q23 Which one of the following statements best describes the press agency/publicity model?
- (1) The interests of the organisation are often seen as the most important objective of public relations efforts.
 - (2) The primary objective of communication is to provide as much information to serve the organisation's interests.
 - (3) The purpose of communication is to gain mutual understanding between an organisation and its publics.
 - (4) Communication is often incomplete distorted or partially true, and the objective is to tell rather than listen.
- Q24 Which one of the following media would provide instant and documented information to a large group of employees?
- (1) A letter
 - (2) An email
 - (3) Story-telling
 - (4) A memo

Q25 Deviance refers to new items that are considered unusual, different or odd. Shoemaker (1996) distinguishes between three components of deviancy, namely, statistical deviance; normative deviance; and potential for social change. Which one of the following accurately describes normative deviance?

A news report on

- (1) a corrupt official
- (2) a terrorist attack
- (3) an increase in food prices
- (4) a devastating tsunami

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 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 the fact 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] |

9 OTHER ASSESSMENT METHODS**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 towards your final mark for the module** and the examination will contribute **60 marks** towards your final mark for the module. You should therefore regard it as a major part of your assessment for this module.

Assignment No.	Type of Assignment	Unique Assignment No.	Due Date
Semester 1			
03	Portfolio assignment	704075	6 April 2016
Semester 2			
03	Portfolio assignment	696874	7 September 2016

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 in the prescribed study material. They will also assist you in applying the knowledge gained in a particular section of the work. Before you attempt to compile the portfolio, it is imperative that you read through the prescribed material and do the activities in the study guide to provide you with an overview 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. This is because the extent of the *Interactive Model of Communication Campaigns* is too large for the purposes of this assignment. You will, however, be able to find the relevant information for each of the activities required in the prescribed book and study guide.

This is a systematic process that must be executed step by step. You will also be expected to plan your integrated campaign 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 is unique. However, we will expect you to present your portfolio in a systematically ordered way, while planning your 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 signature

Your student number

The date

A witness's signature

- 1 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 (with regard to your name and other personal details) we respect your choice. However, your **student number** and the **code of the module** are essential details in order to process your results.

- 3 A table of contents.
- 2 A list of sources consulted.

ASSIGNMENT 03 FOR COM3708 FOR SEMESTERS 1 AND 2

The final closing date by which your **portfolio** must reach the University.

Assignment No.	Type of Assignment	Unique Assignment No.	Due Date
Semester 1			
03	Portfolio Assignment	704075	6 April 2016
Semester 2			
03	Portfolio Assignment	696874	7 September 2016

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 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 their permission for, and cooperation in the development and execution of such a campaign. (If necessary, you can show them this *Tutorial Letter 101* in which the portfolio assignment is set out.)

The development of an integrated communication campaign is set out systematically in the steps that follow.

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 would describe the complete assessment of the audience, the organisation's broader operations and objectives, 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 also include a complete situation analysis. To assess the different variables, it 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 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 as such.

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 (if 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:

1.2.9 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 learnt from the research exercise by answering the following questions:

(a) Explain what you discovered about the organisation in conducting the research.

(b) To what extent could you predict the results?

(c) Why would you say it was worthwhile (or not) conducting the research?

(d) Explain how the research could influence the way in which you would 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. This provides you with guidelines on what sort of information you need to obtain from the audience you are planning the campaign for. For example, you may want to define the audience in terms of demographic, psychographic and sociographic definitions. As this is a communication campaign, it is a good idea to investigate the audience's current levels of awareness, perceptions, attitudes and opinions towards the organisation. Finding this out will help you formulate the objectives for the campaign. The research involved in this step will assist you in addressing these issues.

1.2.1 Formulate a proper research problem statement

*Your problem statement needs to provide you with sufficient information to act on in the planning of 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 people understand the work done by the organisation? Do they believe it is a worthwhile cause? Do they perceive the organisation to be credible – or do they think their donations are misused? In which way 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 perceptions and attitudes are. You could formulate your problem statement as follows:*

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

Bearing the above in mind, your problem statement could be formulated more explicitly 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 of and perceptions 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 of, and perceptions 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 knowing what their attitudes and perceptions are). Remember, the problem statement looks at 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. These contribute to solving the main research problem. The purpose of formulating sub-problems is to divide the main research problem into smaller researchable units. Looking at the example of the research problem statement I gave you, the following sub-problems could be formulated (you need to formulate at least three sub-problems):

1. To establish current levels of awareness of the organisation amongst potential donors.
2. To establish potential donors' perceptions of the cause of the organisation and the organisation itself.
3. To establish potential donors' attitudes towards the cause of the organisation and the organisation itself.
4. To investigate potential donors' needs and expectations when contributing to the organisation
5. To 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 –

“To establish current levels of awareness of the organisation amongst potential donors”

– then the research question could be:

“What are the current levels of awareness amongst the potential donors of the organisation?”

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. The unit of analysis refers to the smallest elements investigated in a 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 sampling 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 to whom you want to generalise findings, while the accessible population includes all those members of the population that you have access to.

1.2.6 Describe the sampling procedures that have been 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 and the sampling procedures you applied are aligned. 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 fit 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 things you need to establish – such as perceptions, attitudes, awareness, preferences, etc – and construct your measuring instrument in line with these. 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

When making use of survey research (via questionnaires), you need to report the results in detail – such as how many realised responses are there? You could have done this 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 came out of the interviews. These themes are then presented in a format (eg a table) that makes them accessible for the planning purposes of the campaign.

1.2.9 Explain how you made provision for audience segmentation

You are expected to provide information on demographic characteristics – such as age, gender and socioeconomic status in your research. This should be specified in terms of demographic (at least), psychographic and sociographic variables. These variables should be included as part of your measuring instruments (for example by highlighting age, gender, etc in your questionnaire). This makes it possible to differentiate between different audiences in your campaign. This also allows you to convincingly prove how audiences for your campaign should be differentiated. For example, in your research you could ask questions about age or gender. Based on that, you could, hypothetically, distinguish between housewives and working women – that is what would impact on how much time people have available for doing volunteer work at the organisation?

1.2.10 Explain what you have learnt 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 way in which you will plan your campaign.

1.3 Analyse the situation and identify campaign aims

In addition to the research on the audience, the situation analysis forms a vital aspect of assessment in planning a communication campaign.

This means that you need to do a lot of observation and informal research to properly identify, analyse and describe the different 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 different elements as requested above. This 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 due to the poor state of the community and high drug abuse levels, the security at the premises of the organisation is compromised – 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 idea with this task is not only to identify direct competitors (that are the same/similar kinds of organisations in the same community or region). You also have 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 – but 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 not plan an open day as one activity to actually show people how the organisation functions. Another example could be that you discovered that the receptionist of the organisation is very rude and bossy and not at all friendly. Then it means that you will have to plan for training in telephone etiquette and interpersonal skills to ensure that when the campaign is implemented, potential donors and people contributing to the organisation 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.

2.5.4 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 smaller researchable units, which were formulated as sub-problems. Similar to that, the formulation of strategic communication objectives requires you to draw on your campaign topic specified in the previous phase. Strategic communication objectives are made up of the following elements:

- What the communication campaign is to achieve
- The audiences among whom the objectives are to be attained
- The degree to which the campaign achievements should be attained
- The resultant behaviour or actions
- The time-frame within which these are to be completed.

Examples of strategic communication objectives are the following:

- *To promote health awareness. using various media activities in order to get 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 2010.*
- *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 2010.*

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 and
- 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 one

(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 two

(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 three

(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 four

(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	
2.3 Determine the campaign topic		2	
TOTAL		2	
2.4 Formulate strategic communication objectives		3	
TOTAL		3	
2.5 Create the communication message	2.5.1	Formulate the “big idea”	2
	2.5.2	Message approach	3
	2.5.3	Different ways of presenting your message	4
	2.5.4	Communication mix	2
TOTAL		11	
2.6 Select the media	2.6.1	Provide a list of media (at least four media activities)	4
	2.6.2	Explain with regard to each medium why you selected that medium and how it would contribute to internal integration	8
TOTAL		12	
2.8 Produce the communication material	2.8.1	Design the four activities	4
	2.8.2	Explain how each activity contributes to the “big idea”	4
TOTAL		8	
3		10	
TECHNICAL PRESENTATION			
GRAND TOTAL		100	

10 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 2016 (the supplementary examination will be written in October/November 2016). If you are registered for the second semester, you will write the examination in October/November 2016 (the supplementary examination will be written in May/June 2017).

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

- **Previous examination papers**

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.

- **Examination 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.

11 FREQUENTLY ASKED QUESTIONS

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

12 CONCLUSION

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.

THE COM3708 TEAM
