



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**BAC 3105: ADVOCACY AND CAMPAIGNS**

**DATE: 16<sup>th</sup> October 2023**

**TIME: 08:00 – 10:00**

---

**Instructions**

1. This examination consists of **FIVE** questions.
  2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
- 

**Question 1**

**(30 marks)**

- (i) You are a founder of a PR agency. You have been hired by the Ministry of Health to run a campaign to promote a healthy lifestyle among university students by organizing a campaign that covers topics such as nutrition, physical activity, sleep hygiene, and avoiding drugs and alcohol consumption.

Design a detailed plan for the campaign. The plan should incorporate seven elements of a plan, organised in a logical format. Each element of the campaign can be a subheading for the different sections of the plan. (21 marks)

- (ii) With a real life example in each case, describe three types of advocacy. (9 marks)

**Question 2**

**(15 marks)**

The RACE framework is a structured approach that helps communication professionals and PR practitioners develop well-rounded strategic campaigns. Discuss this framework and provide detailed information on each letter of the acronym. (15 marks)

**Question 3****(15 marks)**

- (i) With an example in each case, differentiate between primary and secondary messages in a campaign. (6 marks)
- (ii) When choosing key messages for a campaign, several important considerations should be taken into account to ensure that the messages effectively resonate with the target audience and convey the intended information. Discuss three such considerations and give an example of a suitable key message in each case. (9 marks)

**Question 4****(15 marks)**

- (i) Explain the concept of audience mapping and segmentation. (3 marks)
- (ii) Identify 4 audience characteristics and in each case, justify why you would use a specific key message(s) in persuading such an audience. (12 marks)

**Question 5****(15 marks)**

Identify and analyze five emerging trends in campaign communication. In each case, demonstrate how these trends are reshaping the way campaigns are planned and executed.