



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 3105: ADVOCACY AND CAMPAIGNS

Date: 8th November 2022

Time: 10:30 – 12:30

Instructions

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

(30 marks)

The Nairobi County campaign

The aim of the campaign is to increase the levels of trade, investment and tourism, and high-quality students coming to the County of Nairobi, leading to a measurable economic impact of at least Ksh.1 billion over three to five years and the creation of over 10,000 direct jobs for the Kenyan economy.

- (i) Explain the situation that could have prompted the County Public Relations Office to conduct such a campaign. (3 marks)
- (ii) Indicate the strategy you would use in this campaign. (2 marks)
- (iii) Outline an informational and a behavioural objective that you would design for this campaign. (4 marks)
- (iv) Draw a Gantt chart for a logical framework that indicates 5 tactics and the timelines you would follow throughout the campaign. (18 marks)
- (v) With an example from this campaign, describe the practice of ‘timing’ during a campaign. (3 marks)

Question 2

(15 marks)

There are many ways in which the audience of a campaign can be segmented and the type of campaign will determine the best way to do that. Discuss five ways in which you can segment the audience of a campaign by mentioning what the particular campaign would be about and what consideration you would make.

Question 3**(15 marks)**

Describe five different issues that a communication practitioner can conduct advocacy for. In each case, name the organisation that would be behind the advocacy initiative and the tools that you would use.

Question 4**(15 marks)**

Refer to any two case studies on advocacy you studied in class. In each case, provide details on three communication practices applied.