



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 4205: ADVOCACY AND CAMPAIGNS**

**Date: 1<sup>st</sup> November 2021**

**Time: 10:30 – 12:30**

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**Instructions**

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

**Question 1**

**(30 marks)**

**The Honest Truth campaign**

The Honest Truth is a charity based in the south west of Nairobi, but operating throughout the sub-counties in Nairobi. Its aim is to encourage people to commit to a small change, thereby making roads safer and reducing the number of people killed and injured through road accidents. The Honest Truth unites the fire service, police, county and district councils, community safety partnerships and driving instructors in the county. For the first time, public sector organizations work alongside driving instructors to reach learners and parents with safer driving messages. Instructors have free resources and a seat at board level. The charity has organized a campaign to enroll more instructors into the programme and obtain sponsorship to roll out the initiative outside Nairobi County.

- a. Explain your theory of change on the situation in the excerpt above. (3 marks)
- b. Draft a plan for the campaign that you would run to help The Honest Truth meet its objectives. The plan should consist of seven different elements and details on each. (21 marks)
- c. Explain three situations that may require you to carry out advocacy campaigns. (6 marks)

**Question 2****(15 marks)**

Campaigns begin with research. Campaign research gives you the information you need to set winning strategy and deploy resources wisely. Describe five items you would set out to investigate before you run a campaign.

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

In the course of the semester, you read and listened to numerous case studies of successful campaigns that have been carried out by different organisations. Other than the one you presented to the class, elaborate on another campaign, providing details about 5 elements of a campaign plan and providing details about how each of them was implemented.

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

Describe five ways through which you should have evaluated the success of the Mzima Sacco campaign you have been running.