



**PROGRAM** : BA (STRATEGIC COMMUNICATION)  
: BA (MARKETING COMMUNICATION)

**SUBJECT** : **APPLIED CORPORATE COMMUNICATION**  
**APPLIED MARKETING COMMUNICATION**

**CODE** : ACC2AA2 & ADV2A11/ AMC2AA2

**DATE** : WINTER EXAMINATION  
JUNE 2016

**DURATION** : 2 HOURS

**WEIGHT** : 50:50

**TOTAL MARKS** : 100

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**EXAMINER** : MRS A. OKSIUTYCZ  
: MRS C. AZIONYA

Sanso Number

**MODERATOR** : MRS C MUIR

File Number

**NUMBER OF PAGES** : 3 PAGES AND NO ANNEXURES

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**INSTRUCTIONS** : QUESTION PAPERS MUST BE HANDED IN.

**REQUIREMENTS** : TWO COLOURED ANSWER SCRIPTS.

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**INSTRUCTIONS TO CANDIDATES:**

1. PLEASE ANSWER **ONE** ESSAY QUESTION FROM EACH SECTION.
2. USE TWO SEPARATE ANSWER SCRIPTS, ONE FOR SECTION A AND THE OTHER FOR SECTION B.
3. WRITE THE SECTION LETTER "A" OR "B" AT THE TOP OF THE ANSWER BOOK.

**SECTION A**

**ANSWER ONE QUESTION FROM THIS SECTION.**

QUESTION 1

Research is an essential part of campaign planning.

1a) Using the examples from the Childline or Sparrow Schools campaign, discuss how research can be used to identify the problem or opportunity, segment the audience and to evaluate the effectiveness of the campaign. (20)

1b) Comprehensively discuss one data collection methods used in your primary research. Provide examples of your experiences and challenges during data collection. (15)

1c) Discuss two customer segmentation methods relevant to you campaign. (15)

(50 MARKS)

OR

QUESTION 2

a) Apply Gregory's model of campaign planning to the campaign you developed in this module. Describe every stage, supporting your answer with examples from your work on the fundraising campaign. (30)

b) As part of the Sparrow Schools or Childline campaign brief, you were required to write a research report. Outline the typical structure of a professional research report and briefly explain the content of each section using examples from the relevant campaign research.

(20)

(50 MARKS)

**SECTION B**

**ANSWER ONE QUESTION FROM THIS SECTION.**

QUESTION 3

Assume that you have a budget of R1 million for the campaign. Based on your client brief for Sparrow Schools or Childline, select three media channels which you believe will best meet the objectives of the brief. Critically discuss the advantages and disadvantages of each chosen medium and provide examples of the specific touchpoints pertaining to the client brief. Motivate your answer.

(50 MARKS)

OR

QUESTION 4

Based on your client presentation on the fundraising campaign for the nonprofit organisation, critically discuss how digital touchpoints can be used strategically to meet the objectives of the brief. In your answer include a discussion on how earned media can be used to complement the digital campaign. Provide relevant examples from your campaign to support your answer.

(50 MARKS)

**TOTAL 100 MARKS**