UNIVERSITY OF JOHANNESBURG

FACULTY	: Humanities
DEPARTMENT	: Strategic Communication
CAMPUS	: APK
MODULE	: AC2AA2/AMC2AA2 Applied Corporate and Marketing Communication 2A
SEMESTER	: First
EXAM	: June 2019

DATE	: 12-20 MAY 2019	**SESSION**	:N/A

ASSESSOR(S)	: MS CM AZIONYA

MODERATOR	: MS A OKSIUTYCZ

DURATION	: 20 MINUTES	**MARKS**	:100

NUMBER OF PAGES: 2 PAGES

INSTRUCTIONS:

1. Answer ONE QUESTION from the following two questions:
2. Number your answers clearly to indicate your choice

QUESTION 1

Using the Gregory Campaign model, develop an awareness raising campaign for Early Childhood Development Educators (ECD) to identify the signs of autism in children between the ages 2-6 in order to facilitate early detection and a swift intervention within the Gauteng province. Your budget for the 12-month campaign is R150000. Present your final strategy in the form of a 20-minute professional PowerPoint presentation.

Your strategy must have the following sections
• A thorough situation analysis including a SWOT Matrix based on your primary and secondary research
• Smart objectives
• A clearly defined and named target audience (archetype)
• A media selection aligned to the target audience
• Key messages aligned to the target audience and media selection
• Measurement and evaluation
• A detailed budget

[100]

OR

QUESTION 2

Using the Gregory Campaign model, develop an awareness raising campaign for parents with young children between the ages of 2-6 to identify the signs of autism to facilitate early detection and a swift intervention within the Gauteng Province. Your budget for the 12-month campaign is R500 000. Present your final strategy in the form of a 20-minute professional PowerPoint presentation.

Your strategy must include the following sections
• A thorough situation analysis including a SWOT Matrix based in your primary and secondary research
• Smart objectives
• A clearly defined and named target audience (archetype)
• A media selection aligned to the target audience
• Key messages aligned to the target audience and media selection
• Measurement and evaluation
• A detailed budget

[100]

TOTAL 100: MARKS