



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: AC2AA2/AMC2AA2 Applied Corporate and Marketing Communication 2A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: July Exam

<u>DATE</u>	: 18 JULY 2019	<u>SESSION</u>	: 08h00 - 10h00
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<u>ASSESSOR(S)</u>	: MS CM AZIONYA
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<u>MODERATOR</u>	: MS A OKSIUTYCZ
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<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	:100
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NUMBER OF PAGES: 2 PAGES

INSTRUCTIONS:

1. Answer ONE QUESTION from the following two questions
 2. Number your answers clearly to indicate your choice
 3. Unnumbered questions will not be marked
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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