



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Marketing Management
CAMPUS(ES)	APB
MODULE NAME	Marketing Communications B
MODULE CODE	ADV11B1/MRC01B1
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Main exam November 2019

ASSESSMENT DATE	12 November	SESSION	12h30-14h30
ASSESSOR(S)	Ms S. Pillay		
MODERATOR(S)	Mrs M. Joubert		
DURATION	2 hours (120 min)	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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INSTRUCTIONS TO CANDIDATES:

- Students **must** hand in this paper together with their answer booklets
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Read the scenario carefully.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings where possible
- The general UJ policies, procedures and rules pertaining to written assessments apply to this assessment

SECTION A

[20 MARKS]

1. DESCRIBE the concept of 'Integrated marketing communications' (IMC) (2 marks).
COMPARE AND CONTRAST four advantages and four disadvantages of IMC (8 marks).
(10)
2. With reference to the reading by Godfrey, A., Seiders, K. and Voss, G.B., 2011. *Enough is enough! The fine line in executing multichannel relational communication. Journal of Marketing*, 75(4), pp.94-109, answer the following questions: (10)
 - (i) EXPLAIN how each of the following influences multichannel relational communications: (3)
 - a. Volume of communications
 - b. Mix of communications
 - c. Alignment of channels with customer preference
 - (ii) ARGUE whether brands should adopt a 'Multichannel approach' (4 marks).
Use a brand-related example to support your argument (3 marks). (7)

SECTION B

[20 MARKS]

1. 'Interactive media is taking over linear (traditional media)'. ARGUE your thoughts on this statement by making reference to the reading by Todor, R.D. 2016. *Blending traditional and digital marketing. Bulletin of the Transilvania University of Brasov*. 9(58). Make sure to INCLUDE a company-related example to support your argument. (10)
2. EXPLAIN the concept of search engine optimisation (SEO) (1 mark). DESCRIBE the three step process of SEO (6 marks). APPLY this process to a local bakery (3 marks). (10)

SECTION C

[40 MARKS]

Read the scenario and answer the questions that follow:

SCENARIO: NEW GRILLED CHICKEN RANGE

Captain Cluck is a fast food outlet specialising in fried chicken and targets middle income earners. Captain Cluck owned the largest market share in the fast food industry for three consecutive years, from 2014 to 2016. However, Captain Cluck experienced a drop in sales and market share between 2017 and 2018 due to one of its fiercest competitors, Cheeky, growth in popularity and ever changing menu. Cheeky also caters to the middle income earners and specialises in a range of grilled chicken dishes.

Captain Cluck saw many of their consumers switch to Cheeky and wanted to find out why. Through extensive market research, Captain Cluck discovered that many consumers, especially the younger generation, demand healthier food options and want to lead an active and healthy lifestyle. It was further discovered that these consumers enjoy good quality food, produced from locally sourced, sustainable ingredients. Furthermore, these consumers have reasonable knowledge about food and want to consumer food that is beneficial to their overall wellbeing.

In order to reap back lost consumers, Captain Cluck introduced a grilled chicken range to compete head-to-head with Cheeky. Their grilled chicken range has been available for 3 months now, however Captain Cluck is struggling to regain their market share and approaches you, as a marketing communications consultant, to create a marketing communications campaign to help them achieve the following objectives:

1. To increase interest about the grilled chicken range by 12% to the Health Freak segment within the first 8 months of the campaign.
2. To inform 25% of the Health Freak segment about the grilled chicken range over the 12 month campaign.
3. To increase preference for the grilled chicken range by 15% among the Health Freak segment within the first 10 months of the campaign.

ASSUMPTIONS:

- The campaign duration spans 12 months
- There is an unlimited budget

Your task is to create a TWO-THREE PAGE, marketing communications plan to assist Captain Cluck in achieving the stated objectives. You must use two traditional media and two interactive media to create your campaign. Use the questions below and the rubric to assist you. **(40)**

1. DESCRIBE each media CHANNEL and VEHICLE that will be used and MOTIVATE why these channels and vehicles have been selected to achieve the stated objectives. **(12)**
2. MOTIVATE HOW each media vehicle will be used (when, where, why) **(12)**
3. DISCUSS how each channel/vehicle will be measured to determine its effectiveness in achieving the stated objectives (metrics). **(8)**
4. *Additional marks awarded for overall relevance, integration of channels/vehicles, realistic ability to achieve objectives and creative strategies proposed.* **(8)**

RUBRIC:

Criteria	Not done	Poor	Average	Good	Excellent
Description and motivation of media channels and vehicles used to achieve all THREE objectives.	No description and motivation of media channel and vehicle provided (0)	Only description of media channel and vehicle provided (1-3)	Basic description and motivation of media channel and vehicle provided (4-6)	Good description and motivation of media channel and vehicle provided (7-9)	Detailed and relevant description and motivation of media channel and vehicle provided (10-12)
Motivation of how each media vehicle will be used to achieve all THREE objectives.	No motivation of how each media vehicle will be used (0)	Some motivation of how each media vehicle will be used (1-3)	Adequate motivation of how each media vehicle will be used (4-6)	Good motivation of how each media vehicle will be used (including when, where, why) (7-9)	Excellent motivation of how each media vehicle will be used (including when, where, why) (10-12)
Discussion of how each channel/vehicle will be measured in relation to all THREE objectives.	No discussion of how each channel/vehicle will be measured (0)	Some discussion of how each channel/vehicle will be measured (1-2)	Adequate discussion of how each channel/vehicle will be measured (3-4)	Relevant discussion of how each channel/vehicle will be measured (5-6)	Outstanding discussion of how each channel/vehicle will be measured (7-8)

Overall relevance, integration of channels/vehicles, realistic ability to achieve objectives and creative strategies proposed.	Strategies proposed are not relevant, no integration, unrealistic and total lack of creativity. (0)	Strategies proposed are somewhat relevant, lacks integration, unrealistic and lack of creativity (1-2)	Strategies proposed are adequately relevant, some integration evident, somewhat realistic and partly creative (3-4)	Strategies proposed are relevant, good integration evident, realistic and quite creative (5-6)	Strategies proposed are totally relevant, excellent integration evident, realistic and highly creative (7-8)
TOTAL:					40 MARKS

TOTAL:

80 MARKS

END OF MAIN EXAMINATION