



<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>	: May 2020

<u>DATE</u>	: 25 - 29 MAY 2020	<u>SESSION</u>	: ONLINE
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<u>ASSESSOR(S)</u>	: MS CM AZIONYA MS A OKSIUTYCZ
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<u>MODERATOR</u>	: DR E LUBINGA
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<u>DURATION</u>	: PRESENTATION	<u>MARKS</u>	: 100
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NUMBER OF PAGES: 2 (TWO) PAGES

INSTRUCTIONS

1. READ THE QUESTION CAREFULLY
 2. CREATE A CAMPAIGN FOR 1 (ONE) OF THE 4Es
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QUESTION 1

Using the Gregory campaign model, develop an awareness raising digital campaign with an offline activation for the African Union's '1 Million By 2021' initiative. Your campaign will focus on **ONE (1)** of the 4Es (Employment, or Entrepreneurship, or Education or Engagement) and target young people in the SADC region. Make use of only **ONE (1)** of the 4Es throughout your campaign. Your budget for the 6-month campaign that will be implemented by the African Union in 2021 is R100000. The campaign will run for 6 months. Present your final strategy in the form of a 20-minute professional PowerPoint presentation with audio embedded in it. Your strategy must have the following sections:

- a) A thorough situation analysis including a SWOT Matrix based on your primary and secondary research
- b) Smart objectives
- c) A clearly defined and named target audience (archetype)
- d) A media selection aligned to the target audience
- e) Key messages aligned to the target audience and media selection
- f) Measurement and evaluation
- g) A detailed budget

[100]

TOTAL 100: MARKS