Summer Examinations 2015

MKT301415N

Module Title: Campaign Planning
Level: Six
Time Allowed: Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer all three questions.
- The marks for each question are indicated on the question paper.
- Students are recommended to prepare a full integrated marketing communications plan for the mini-case. You will be asked specific questions in the 2 hour examination related to specific aspects of the campaign planning process.

Students are permitted to take up to 6 A4 sides of notes (written or typed) into the examination, these must be handed in with your answer paper and are worth 10% of the marks. These notes should only include Context Analysis material and not details on the rest of the plan (objectives, strategy, tactics, actions, budget and control). This can include both primary and secondary research, and should be fully referenced. This should be used, where appropriate, to help justify your responses to the questions set.

- The case study distributed at least 3 weeks prior to the examination is not permitted in the examination room. A new copy will be provided.
- The use of a non-programmable calculator is permitted.
- Students are permitted to remove this examination paper at the end of the examination.

| No. of Pages | 2 |
| No. of Questions | 3 |
In the role of Marketing Communications Consultant reporting to the Marketing Director of The Family Adventure Company, you have been asked to present the following parts of your 1 year campaign plan. This should address both new customer acquisition and customer retention.

Making reference, where appropriate, to your attached Context Analysis, your report should:

(Context analysis 10 marks)

**Question 1**
Present and justify your communication strategy and integrated communications mix for new customer acquisition.

(40 marks)

**Question 2**
Present and justify your communication strategy and integrated communications mix for customer retention and building loyalty with current customers.

(40 marks)

**Question 3**
Present and justify the marketing communications budget and suggested schedule for your proposed campaigns.

(10 marks)

End of Paper