Summer Examinations 2016

MKT201216N

Module Title          Public Relations Management and Practice
Level                 Five
Time Allowed          Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer the one compulsory question from Section A and three questions from Section B.
- All questions are equally weighted.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.

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Case Study

Debbie’s Donuts is a relatively new cake shop that faces stiff competition in the marketplace from such established brands as Greggs and Krispy Kreme. The first store was established in Baldock, Hertfordshire in 2008. Since then the company has expanded to more than 20 stores (franchises) nationwide. Its market niche is that customers can personalise their serving by choosing their choice of filling and icing. One of Debbie’s Donuts key objectives is to generate more store revenue and to increase market share. Research shows that the typical customer is under twenty-five years of age, typically earning a low income or still in fulltime education. The company has decided to do an integrated marketing communications programme for the next year that would involve Public Relations, advertising and in-store marketing promotions for new donut flavours.

Question 1.

What activities would you suggest in drawing up a creative PR campaign? Suggest a timetable and schedule for these activities whilst also including a programme for measuring the effectiveness of the campaign.

(25 marks)

End of Section A
Section B continues overleaf
Section B

Answer three out of five questions.

Question 2.

Write a press release announcing the launch of a new national television channel broadcasting in the UK. Your release should be set out in the correct format. As well as providing an overview of the new television channel and its anticipated viewership, your press release should also indicate what information will be included in the online PR media pack that will be given to journalists prior to the launch of the new network. Outline possible news sources that the press release could be sent to.

(25 marks)

Question 3.

Family-owned chocolate company Delights has an ethical dilemma. Two influential gay-rights groups have called for a boycott of the company’s confectionary. The boycott was called because the company’s chairman claimed in a radio interview "I would never include homosexual families in my commercials, not for lack of respect, but because we don't agree with them."

The leaders of the two influential gay-rights groups explicitly support fair representation of all families within advertising campaigns.

Task: Should the company stand by its decision or should it retract its statement and avoid being boycotted? Justify your views and decisions as a PR Consultant to Delights.

(25 marks)

Question 4.

Extensive information campaigns are being mounted throughout the world to inform people of the dangers of smoking. Information specialists must utilise a variety of communication strategies and tactics to create public awareness and change individual behaviour patterns. At the same time the communication process is very complex because a number of variables must be considered.

Task: How would you apply the various communication concepts and theories to informing people about the dangers of smoking in a PR Information Campaign, taking into consideration the variables you have identified?

(25 marks)
Question 5.

Paige’s Reading Corner is a large bookstore in Cheshire, specialising in second-hand books. The company is very traditional and has been in its present location for over 60 years. Despite this, management now recognises that the company doesn’t have a strong identity and lacks visibility in the community. The Director of PR has been asked to prepare a new Public Relations plan for the coming new financial year. The first requirement is to do some pilot research to determine exactly what their image is in the community.

Task: Draw up a plan of action to research the image the company has in the community. Based on this initial situational analysis, how could you use the results to construct a PR plan to remedy any findings from the research? Pay particular attention to what kinds of information you would need and why this information is sought and required. (25 marks)

Question 6.

There are a number of identified new issues in Public Relations that have gathered momentum in the last few years. These include the decline of the mass media, the rise of social media and online monitoring, the need for lifelong learning, and the public’s demand for organisational transparency.

Task: Select one of these issues and write a short paper from the standpoint of what a Public Relations professional should know about this issue, stating both sides of the argument, and how it may affect working in Public Relations. (25 marks)