Examination Period 3: 2016/17

MKT201217N

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 four questions: one compulsory question from Section A and three out of five 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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Section A

Answer one compulsory question.

Case Study

Kids Cutz is a relatively new chain of hairdressers that specialises in providing haircuts for children from six months to thirteen years. The chain faces stiff competition in the marketplace from local hairdressers and barbers which provide hairdressing services for men, women and children. The first Kids Cutz hairdressers was opened in Norwich, Norfolk in 2008. Since then the company has expanded to twelve hairdressers (franchises) nationwide. Its market niche is that it provides a stress-free environment for children within a bright and modern setting. Children can enjoy watching TV or playing video games while having their haircut and parents can sit back and read a magazine, safe in the knowledge that their children are being looked after. One of Kids Cutz’s key objectives is to generate more store revenue and to increase market share. Research shows that the typical paying customer are mothers and fathers under thirty years of age, earning a mid-range salary of £25k per annum, bringing one or two children for a haircut every eight weeks. The children are typically of school age between five and thirteen years old. The company has decided to do a PR-led integrated marketing communications programme for the next year that would involve Public Relations, advertising and in-store marketing promotions.

1. What activities would you suggest could be included as part of a creative PR-led integrated marketing communication campaign? Suggest a justified timetable and schedule for these PR activities and a programme for monitoring and measuring the effectiveness of the campaign.

(25 marks)
Section B

Answer **three** out of **five** questions.

2. Write a press release announcing the launch of a new online music streaming service. Your release should be set out in the correct format. As well as providing an overview of the new music streaming service and its anticipated target audience, your press release should verify the credibility of this new service through the use of industry experts. In addition to the press release, consideration should be given to what information will be included in the online PR media pack that will be given to journalists prior to the launch of the new music streaming service. You should also outline possible news sources that the press release could be sent to.

   **(25 marks)**

3. Family-owned cosmetics company Beautilicious has an ethical dilemma. Two influential Racial Equality groups have called for a boycott of the company’s beauty products. The boycott was called because the company’s Managing Director claimed in a radio interview "It is difficult to promote our products to people of colour. We divide a larger part of our budget to promoting products to white customers."

   The leaders of the two influential racial equality groups explicitly support fair representation of people from all ethnicities.

   **Task:** Should the company stand by its statement or should it retract its statement and avoid being boycotted? Justify your views of both sides of the debate and provide details of crisis management techniques that can be used by Beautilicious.

   **(25 marks)**
4. Bill Gates famously said “If I was down to my last dollar, I would spend it on public relations.” You have been asked by a UK-based PR agency to produce an article for their in-house magazine which address this quotation in relation to the marketing communications mix.

**Task:** Produce an article addressing the Bill Gates quotation above for a UK-based PR agency in-house magazine, arguing the importance of the role of public relations within the marketing communications mix. In your answer you should address how public relations can be used alongside the other marketing communication tools – advertising, sales promotion, personal selling and direct marketing. You should also provide justification for why public relations is not ‘free advertising’ and use examples of the various roles of PR to support your points.

(25 marks)

5. Extensive information campaigns are being mounted throughout the United Kingdom to inform people of the link between lack of exercise and heart disease. 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:** Use your knowledge of one communication model you have studied to illustrate how communication strategies can be applied to inform people about the effects of lack of exercise and the increased risks of heart disease. In your answer you should discuss your chosen communication model in relation to appropriate PR tactics that could be used within the information health campaign described in order to promote awareness and understanding. Discuss how consideration should be given to the variables you have identified that can affect the communication process.

(25 marks)
6. You work for a charity which is launching new guidelines for parents to teach young children about internet safety. Online and offline booklets will be available on request, and a subsidised training course will be offered to teachers. You have been asked to handle the media launch through a planned launch event.

Task: Prepare a plan for the event. You should:

- Indicate the categories of journalists who would be invited, giving examples where possible.
- Outline the aims of the event.
- Provide your suggested schedule for the actual launch day (to include venue and speakers).
- Identify possible questions from the media and give details of the contents of the press pack, including online resources.
- Identify how you will measure whether the event has been a success.

(25 marks)