



**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF COMMERCE**

**MKT 401: MARKETING COMMUNICATION STRATEGY**

**DATE: 9<sup>TH</sup> APRIL 2026**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

## QUESTION ONE

Read the Case below carefully and answer the questions that follow:

### **BRANDREVIVE LTD. – REBUILDING TRUST THROUGH INTEGRATED MARKETING COMMUNICATION**

BrandRevive Ltd. is a global consumer goods company known for its premium line of household and personal care products. For over two decades, the company had built a strong reputation for quality and innovation, operating in more than 40 countries. However, in recent years, BrandRevive found itself at the center of a public relations crisis after investigative journalists exposed that some of its suppliers were engaged in environmentally harmful practices, including deforestation and improper waste disposal. The story went viral on social media, sparking global outrage among environmental activists and consumers who had long trusted the brand.

Competitors swiftly seized the opportunity to position themselves as “greener” and more sustainable. Within three months, BrandRevive’s sales dropped by 25%, and its market share in key markets declined sharply. In response, BrandRevive launched an ambitious Integrated Marketing Communication (IMC) campaign titled “*Clean Future, Clear Conscience.*” The campaign aimed to reposition the company as an environmentally responsible and transparent organization. A cross-functional IMC taskforce was formed, merging the marketing, public relations, and corporate social responsibility (CSR) departments to ensure consistent messaging and execution.

The company’s communication objectives were threefold: To rebuild brand credibility and trust; To reposition the company as a sustainability-focused brand and to engage consumers and stakeholders in meaningful dialogue about environmental accountability. The campaign adopted a multi-channel approach, integrating both traditional and digital platforms. On television and online streaming platforms, BrandRevive aired emotionally charged commercials showing the company’s shift to biodegradable packaging and partnerships with environmental NGOs. On social media, BrandRevive employed storytelling techniques—short documentaries featuring factory workers, local farmers, and environmental volunteers. Influencers known for eco-activism were hired to share authentic experiences with BrandRevive’s green initiatives.

Simultaneously, the company invested heavily in public relations by holding global press conferences, publishing detailed sustainability reports, and engaging in open Q&A sessions with consumers and media. Corporate social responsibility activities were intensified, including the launch of “Project Renew,” a community program aimed at tree planting and environmental education in schools. To strengthen internal communication, BrandRevive initiated employee engagement workshops and encouraged staff to act as “brand ambassadors” for the new sustainability vision. This internal alignment helped ensure consistency between internal values and external messages.

The campaign’s media plan was strategically structured to ensure continuous visibility. Twenty percent of the annual marketing budget was reallocated to digital media, emphasizing engagement metrics over mere impressions. A further 15% was dedicated to experiential marketing events, such as environmental fairs, webinars, and brand-sponsored cleanup drives. Within six months, Brand Revive saw a gradual but notable recovery. Social media sentiment shifted positively, with customer trust scores rising by 35%. Independent surveys ranked the company among the top 10 sustainable brands in its category. Although full recovery was yet to be achieved, BrandRevive’s strategic integration of marketing, communication, and ethical responsibility was widely recognized as a model for corporate crisis recovery.

**Required:**

- a) Identify and evaluate four key elements of an effective Integrated Marketing Communication (IMC) campaign used by BrandRevive. **(8 Marks)**
- b) Discuss how BrandRevive applied creative strategy and development in rebuilding its brand. **(7 Marks)**
- c) Examine the role of corporate communication in managing BrandRevive’s reputation crisis. **(5 Marks)**
- d) Suggest and justify five barrier-overcoming strategies that BrandRevive could use to strengthen future marketing communication. **(5 Marks)**

## QUESTION TWO

- a) Discuss five functions of marketing communication that enhance organizational competitiveness. **(8 Marks)**
- b) Explain how consumer behavior and the communication process influence IMC planning. **(7 Marks)**

## QUESTION THREE

- a) Read the following passage and answer the questions that follow:

“In the modern marketing landscape, data-driven communication has revolutionized how companies engage with consumers. Organizations now track customer behavior across digital touchpoints, enabling precise targeting and personalization. However, the reliance on data introduces ethical challenges such as privacy concerns, data misuse, and manipulation. Companies must balance technological efficiency with ethical responsibility to maintain trust and regulatory compliance.”

Discuss four advantages of data-driven communication for marketing effectiveness. **(8 Marks)**

- b) Identify and explain three ethical or legal concerns related to data-driven marketing. **(7 Marks)**

## QUESTION FOUR

- a) Evaluate the importance of integrating marketing communication functions within an organization. **(7 Marks)**
- b) Assess the impact of globalization on international marketing communications. **(8 Marks)**

### QUESTION FIVE

- a) Analyze how the marketing communication mix can be used to build strong brands.

**(9 Marks)**

- b) Using examples, analyze how social and cultural factors affect message development.

**(6 Marks)**

### QUESTION SIX

- a) Apply the concept of IMC media planning and scheduling to launch a new brand in a competitive market.

**(7 Marks)**

- b) Explain how ethical, legal, and social issues shape marketing communication strategies in modern business.

**(8 Marks)**