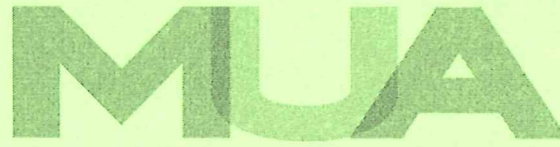


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

MKT 321 : INTEGRATED MARKETING COMMUNICATION

DATE: 31<sup>ST</sup> JULY 2024

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 Study below carefully and answer the questions that follow:

**Starbucks's 'Race Together' Campaign**

On March 22, 2015, US-based coffee house chain Starbucks Corporation (Starbucks) reportedly pulled the plug on a part of its racial equality campaign. 'Race Together'. Starbucks had expected the social awareness campaign, an initiative from the coffee chain in collaboration with USA TODAY, to stimulate an open dialogue and discussion with the customers on racial issues in America. As part of the campaign, Starbucks encouraged its baristas to write the words 'Race Together' on coffee cups and engage customers in conversation about racial issues at its stores.

The campaign attracted widespread criticism from all quarters, with the company receiving flak for wading into the complex issue of race. It was widely ridiculed on social media by people who said it was inappropriate for a coffee chain to push itself into such a sensitive matter and that the campaign was nothing but feel-good activism on a thorny issue. Experts felt that Starbucks had taken a challenging risk by running the campaign. "It is intention versus execution here. From a marketing standpoint, it is always going to be a challenge because consumers are skeptical and they'll always think there is an ulterior motive here: You're trying to sell me more coffee [or] you're trying to create a halo around the brand. If you can get past that in setting up a sustainable, credible track record with authenticity, you have a chance," remarked Americus Reed, a marketing professor from Wharton.

**Required:**

- a) Discuss the ethical concerns raised in marketing communication giving examples from the case. (5 Marks)
- b) Advise Starbucks management how they can use integrated marketing communication to manage this campaign. (10 Marks)
- c) Identify both the sender and receiver related barriers identified in the case and explain how you would overcome those (10 Marks)

## QUESTION TWO

- a) Do you think modern day marketing communication follow the communication process? Explain your answer. (5 Marks)
- b) Evaluate the elements of marketing communication mix (10 Marks)

## QUESTION THREE

- a) Highlight the benefits of market segmentation to the success of marketing communication. (5 Marks)
- b) Based on its strategic objectives an organization from time to time conducts campaigns to address emerging competitive issues, market share concerns and general company and product positioning. Describe the process of organizing marketing communication strategy (10 Marks)

## QUESTION FOUR

You are aspiring for a political position in your county. You are not well known by your people since most of the time you worked outside the county.

### Required:

- a) Illustrate an integrated marketing communication campaign to position yourself in the community for an elective post (5 Marks)
- b) If you were to use an agency highlight the stages you will go through in your relationship with the agency (10 Marks)

## QUESTION FIVE

- a) Explain the various marketing communication strategies you would use in every stage of consumer buying process (5 Marks)
- b) Examine the factors you would consider when choosing advertising message for your campaign (10 marks)

**QUESTION SIX**

Discuss five theories of motivation and its relevance in the creation of successful marketing communication **(15 marks)**