

CIMG Programme Pathway 5 Professional Postgraduate Diploma in Marketing

Integrated Marketing Communications (PGM 501)

JUNE 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A - COMPULSORY

CASE STUDY

GHANA'S HIV PREVALENCE RATES

In September 2019, the Ghana AIDS Commission developed the National HIV & AIDS Policy. *This policy provides the overarching direction for Ghana, aimed at achieving 90-90-90 treatment targets by 2025. The 90-90-90 target is aimed at ensuring that 90% of people living with HIV know their status, 90% who know their status are on anti-retroviral treatment (ART) and 90% of those on anti-retroviral drugs have suppressed viral load.*

In addition to ending the AIDS epidemic, Ghana, through the policy direction, intends to ensure that the impact of HIV and AIDS on the socio-economic life of people infected and affected by HIV ceases to be of public health and socio-economic concern. The policy sets out the direction in which implementing stakeholders (individuals, organizations and sectors) are to focus their interventions. The national policy is also designed to enable the development and execution of a national response that reflects global paradigms and addresses the local context in which it will be implemented.

At the launch of 2022 global HIV Day, the Director General of Ghana AIDS Commission (GAC), Dr Kyeremeh Atuahene stated that Ghana has been experiencing a high number of new infections, averaging 21,000 annually over the last five years. He added that adolescent girls and young women accounted for 20 per cent of total new infections that occurred in 2021 alone.

The worrying trend is fuelled by the fact that high-risk behaviours have become increasingly pervasive in the Ghanaian society, with little regard for prevention protocols. The sad reality is that Ghanaians have become overly complacent in so far as HIV is concerned. We urgently need to arrest this situation of high number of new infections. It is up to every person to take responsibility for protecting him or herself from HIV infection by adopting preventive behaviours such as partner reduction, correct and consistent use of condoms and testing for HIV and other Sexually Transmitted Infections (STIs).

The Government of Ghana is concerned that with just two years to the end of 2025, which is the deadline set for achieving the 90-90-90 target, Ghana seems to be experiencing high prevalence rates, year on year. The government believes that a strong social and behavioural change campaign is required to wake Ghanaians up from their slumber and drive them to adopt strong prevention protocols.

Source: Adapted from the National HIV & AIDS Strategic Plan (2021-2025) and news reports on the launch of 2021 global HIV Awareness Day

PART A – Compulsory

Question 1

You are the Marketing Director for DreamGates Social Marketing Organization. An organization that focuses on social marketing campaigns. Your company has been tasked to develop a strong marketing communication campaign aimed at encouraging Ghanaians to adopt preventive protocols to stem the increasing prevalence rates.

Prepare a report that OUTLINES AND JUSTIFIES key elements that will be used to drive the campaign:

- a. 3 marketing communication objectives **(5 marks)**
- b. Key target audiences **(10 marks)**
- c. Message appeals and core campaign message **(10 marks)**
- d. Integrated marketing communication tools and media that will be used to drive the campaign **(15 marks)**

(Total 40 marks)

PART B – Answer Three (3) Questions from this Section

Question 2

You are the newly appointed Marketing Director of TLK Bank. You have realized that one of the key challenges facing the bank is a lack of brand consistency.

Write a report to the Managing Director that:

- a. Discusses the importance of brand consistency in integrated marketing communications. **(10 marks)**
- b. Explain how the bank can ensure consistency across various marketing channels? **(10 marks)**

Question 3

You have been appointed as the Marketing Communications Manager at Nanti Vroom Limited, a company that is gearing up to enter the transportation industry to compete with the likes of Uber and Bolt. In discussing the marketing communications strategy, the CEO has expressed a strong dislike for social media. However, you believe that employing social media is key to the company's integrated marketing communications campaign.

Write a report to the Managing Director that discusses:

- a. 5 ways your company can effectively utilize **social media platforms** in an integrated marketing communications strategy (10 marks)
- b. 5 ways social media campaign can be evaluated (10 marks)

Question 4

You have just been employed as a Marketing Director for a new software firm that focuses on selling software to firms in the financial services industry.

- a. Write a Memo to the MD explaining why B2B marketing communications ought to be configured differently from B2C marketing communications **(10 marks)**
- b. Explain three key marketing communications tools that you intend to deploy in the development of an integrated marketing communications strategy **(10 marks)**

Question 5

You are the Sales Manager for an FMCG company, which is pursuing intensive distribution strategy. The company has engaged 6 new regional distributors for the newly created regions in Ghana. They are also contemplating the use of district distributors in the near future. As the Sales Manager for the company, you are required to prepare notes for presentation at the next management meeting on the following:

- a. Five (5) causes of potential channel conflicts **(10 marks)**
- b. Five (5) ways to mitigate channel conflicts **(10 marks)**

Question 6

Your company just entered the Ghanaian market with a new mobile money wallet branded "Move".

- a. Using a communication model of your choice, explain how marketing communication tools can be used to move a customer through each stage of the model **(15 marks)**
- b. Mention any 4 criticisms that have been levelled against communication models **(5 marks)**