



LONDON CENTRE *of* MARKETING

EXAMINATION MARKING SCHEME (EMS)

Public Relations

Rationale

The objective of the EMS is to ensure that for each question, there is a fair allocation of marks for the answer.

The EMS also serves to ensure that there is a clear distinction between candidates who receive the Fail, Pass, Merit or Distinction grades.

Purpose

As London Centre of Marketing's Professional Qualifications are vocational in nature, the examination question paper has been designed to measure the application of the knowledge and not the learning of the principles and concepts.

The question paper aims at testing the assessment criteria (AC) for the learning outcomes (LO) by assessing the knowledge of each candidate that can be applied to real life, relevant, work-related situations. The question paper consists of six questions. Candidates must answer four of these. All questions carry equal marks, i.e. 25 marks.

The maximum marks a candidate can achieve for the question paper is 100 marks. For each valid response, marks will be awarded. At the end of the marking, all marks will be counted and a grade awarded according to the criteria outlined below.

Criteria

- 100 to 70 marks: Distinction
- 69 to 60 marks: Merit
- 59 to 50 marks: Pass
- 49 marks and below: Fail

General Remarks

All candidates must receive the same treatment to ensure fairness. The last script must be marked in the same manner as the first script.

The marking scheme should be applied positively. This means that candidates should be awarded for valid responses and not penalised for omissions.

It should be marked what the candidate has written. Markers should not assume what the candidate might have intended to write.

The marking scheme is a guideline for markers. Where candidates' answers vary but are valid and cover the key ideas, marks should be awarded. Often, candidates' answers will be more detailed and advanced, which should be rewarded.

The marking scheme cannot take into account every possible wording candidates may choose for an answer. Alternative phrasings will therefore be accepted, provided responses are valid and cover the key ideas.

Where markers are in doubt about the application of the marking scheme to the answer, they should contact the Head of Examination Marking. In some cases, changes will be made to the marking scheme.

Candidates must answer four questions only. Where a candidate has answered more than four questions, the additional answers should be ignored in order of their appearance and no marks awarded.

Module name: Public Relations
Examination Session: June 2010

Allocation of marks: (four out of six)

- Question 1: 25 marks
- Question 2: 25 marks
- Question 3: 25 marks
- Question 4: 25 marks
- Question 5: 25 marks
- Question 6: 25 marks

SECTION A (four out of the six)

Question	Answer	Marks
1	<p><u>Question:</u></p> <p><i>Examine the reason why internal PR has increased in popularity in the last decade and evaluate techniques and strategy used to communicate within employees. Use examples to illustrate these.</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • Reasons for development include <ul style="list-style-type: none"> – A greater requirement to inform employees about policy & financial affairs – Increasing democratisation of industry – Increasing employee ownership – Availability of new technology – Increasing influence of service industries and the recognition of the importance of the customer/employee interface. • Methods of keeping employees informed include newsletters (printed or electronic), briefings, question and answer sessions, training, etc. <p>Pass (50-59%): Bare passes will give a broad definition. Better passes will reasons why its importance has developed.</p> <p>Merit (60 -69%): Will spell out the importance of internal public relations and the means by this takes place</p> <p>Distinction (70%+): Will give a comprehensive answer to the question with an analysis the importance and influence of internal public relations and a description of the ways this takes place in modern organisations.</p>	25

Question	Answer	Marks
2	<p><u>Question:</u></p> <p><i>Explain in public relations terms what is meant by the word ‘publics’? Use examples, where appropriate, to illustrate your answer.</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • Publics is a peculiarly PR word that describes the important audiences or stakeholders that an organisation seeks to influence • Summed up by the quotation “marketing deals with markets and public relations deals with publics” (Grunig 1993). • It is NOT the General Public. • The mission of the organisation’s public relations department is to build relationships with these publics. • Examples include suppliers, shareholders, employees and anyone else (individuals or groups) with some particular 	

	<p>interest in the organisation or other connection (Baines <i>et al</i> 2004).</p> <ul style="list-style-type: none"> • It is important to rank the importance of various publics and understand their likely concerns. Publics are at the centre of the PR process. <p>Pass (50-59%): Will define publics with some examples to illustrate their argument.</p> <p>Merit (60 -69%): Will define publics and their importance to the organisation using a comprehensive list of examples.</p> <p>Distinction (70%+): Will define publics, perhaps using referenced quotations, detailing their importance to the organisation and the need to give weight to their importance, using appropriate examples.</p>	25
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Question	Answer	Marks
3	<p><u>Question:</u> <i>What are advertorials? Why are they seen as bad practice amongst PR practitioners?</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • Advertorials are a hybrid between an advertisement and a press/magazine article produced in such a way that consumers may believe it is editorial rather than a commercial message. • Advertorials include advertising for a brand in the form of an article, features mentioning or recommending brands or special features or ‘adgets’ where advertising is sold with accompanying editorial copy (Brierly 2002) • Legally advertising written in journalistic style must be distinguished by the words ‘advertisement’ or ‘advertiser’s Announcement’ • Chinese Wall refers to the distance which should be kept between advertisers and journalists. • The Chartered Inst. of Journalists code forbids the writing or altering of editorial copy at the request of an advertiser. <p>Pass (50-59%): Bare passes will describe an advertorial. Better passes will distinguish the types.</p> <p>Merit (60 -69%): In addition to defining and describing the types of advertorial they will discuss the ethical consequences.</p> <p>Distinction (70%+): Will give a detailed description and analysis of advertorials and detail the concept of the Chinese Wall between journalists and advertisers.</p>	25

Question	Answer	Marks
4	<p><u>Question:</u></p> <p><i>What communications models might be used to explain public relations? In particular why is the perceived source of information and opinion leaders/formers seen as important? Use examples where appropriate.</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • Simple two-way communications model (e.g. Schramm 1955) suggests the source encodes the message which is decoded by the receiver. Feedback completes the loop. • More complex models introduce the concept of opinion leaders and opinion formers, individuals and mediums (e.g. broadcasters, press, etc.) through whom information may flow. • The source may be seen as the organization from which the information originated or the individual or organization who delivers the message. The recipient's trust in the source is importance as to its acceptance. • The development of 'word-of-mouth' is particularly important as we are considerably more likely to accept information from a friend or associate than from the original source. <p>Pass (50-59%): Bare passes will include a communication model and some explanation. Better passes will describe the importance of the source.</p> <p>Merit (60 -69%): Will describe in some detail the communications concept and the importance of opinion leaders and opinion formers.</p> <p>Distinction (70%+): Will describe in detail the communications concept and the importance of opinion leaders and opinion formers. They will develop this into a discussion regarding the importance of word-of-mouth.</p>	25

Question	Answer	Marks
5	<p><u>Question:</u></p> <p><i>Both questions carry equal marks.</i></p> <p><i>a) Why are relationships with the press and broadcasting media central to public relation's effectiveness?</i></p> <p><i>b) What are the significant roles of an organisation's Press Officer (or Media Relations Manager) and what challenges do they face?</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • Management of information is at the heart of PR. It is, therefore, important to build relationships with broadcast and other media journalists. • These mediums are seen as important because they are 	

	<p>frequently regarded as expert sources who are more likely to be believed than company advertising, statements or claims.</p> <ul style="list-style-type: none"> • The responsibilities of the PO/MRM are to initiate media coverage and to supply information demanded by the media. • The PO/MRM needs to be both proactive and reactive to ensure effectiveness • An important aspect of the PO/MRM job is knowing how and where to get accurate information within the business. • Challenges include the differing agendas, the misrepresentation of data and the preference of the media for bad news and/or sensational stories. <p>Pass (50-59%): Bare passes will relate the relationship with the press and broadcasters. Better passes will highlight its importance</p> <p>Merit (60 -69%): Will answer all elements of the question describing the importance of media relationships, the role of the PRO/MO and challenges they face.</p> <p>Distinction (70%+): Will provide a comprehensive and detailed answer covering all aspects of the question using examples/references as appropriate.</p>	25
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Question	Answer	Marks
<p>6</p>	<p><u>Question:</u> <i>What part does Public Relation play in an Integrated Marketing Communications (IMC) Plan? What part does Public Relation play in an Integrated Marketing Communications (IMC) Plan?</i></p> <p>Key Elements:</p> <ul style="list-style-type: none"> • PR supplements and enhances an IMC campaign. • Whereas advertising is the paid placement of organisational messages PR is the release of information through various media although there is no guarantee that it will be reported in the way the company anticipates. • The advantage of PR over other tools is that it is accepted more than paid-for messages. • PR can leverage an advertising and/or sales promotion campaign. • A ‘media-neutral strategy’ implies utilising publicity to increase awareness rather than traditional paid-for media <p>Pass (50-59%): Bare passes will describe PR and its function in the Marketing Communications mix. Better answers might explain the strengths and weaknesses of PR.</p>	

	<p>Merit (60 -69%): Would additionally suggest, with examples, how PR might leverage an integrated campaign.</p> <p>Distinction (70%+): Will give spell out comprehensively the role of PR in an IMC campaign and may relate to their use in viral and guerrilla campaigns. Candidates may also relate to the media-neutral concept.</p>	<p>25</p>
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