



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF INFORMATION AND COMMUNICATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
INTERGRATED MARKING COMMUNICATION

IJS 6102

Special Examination Paper

August 2024

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: ProfLungile Tshuma

INSTRUCTIONS

1. Section A is compulsory
2. Answer **ONE** question from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	60
2.	40
3.	40
4.	40

SECTION A

QUESTION 1

- a) Define the term coloniality of knowledge in relation to marketing communication
(10 marks)
- b) Design an Afrocentric approach to Integrated Marketing Communication (20 marks)
- c) Conduct a SWOT analysis of an organization of your choice, and propose an integrated marketing communications plan to support the organisation's activities. The plan should be decolonial in nature. (20 marks)
- d) What are the ethical challenges surrounding the practice of Integrated Marketing Communications and how can practitioners manage these challenges? (10 marks)
- TOTAL** [60 marks]

SECTION B

QUESTION 2

Critique the relevancy of Artificial Intelligence in Sub-Saharan Africa in Integrated marketing communication practice. [40 marks]

QUESTION 3

Discuss the relationship between branding and integrated marketing communication.

[40 marks]

QUESTION 4

Outline and discuss the key elements of the Integrated Marketing Communication (IMC) planning process. [40 marks]