



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: SCM3BB3 /SCC3BB3 Corporate Communication 3B
<u>SEMESTER</u>	: Second
<u>ASSESSMENT</u>	: 8 November 2021

<u>DATE</u>	: 8 Nov 2021	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: DR K MADLELA		
<u>MODERATOR</u>	: DR K SITTO		
<u>DURATION</u>	: 2 WEEKS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 8 PAGES

ONLINE EXAM GUIDELINES:

Honesty pledge

*This is a **compulsory question** that needs to be answered before continuing with the remainder of the assessment.*

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or textbooks or anywhere else and present this as if it is my own work. To this end I understand what is plagiarism. All the work I submit for assessment is my own work.

To make sure that you understand the importance of plagiarism, please watch this helpful video: <https://www.youtube.com/watch?v=reGGPUrEsC0>

I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

Do you agree?

INSTRUCTIONS:

Please note that you can open to view/download the question. You can draft your answer offline, then log on again to upload. Please make sure that you submit your answer on time before the link closes.

1. Answer all questions.
2. Write full sentences and include examples where relevant.
3. Make sure you clearly number your answers. Answers that are not numbered cannot be marked.
4. You have **two weeks** to prepare, answer and complete the test from **8am on Monday 25 October until 8am on Monday 8 November, 2021**. All submissions should be done via Blackboard in Word document format or PDF or on the text box provided in Blackboard.
5. Please note that this is a test, thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is

plagiarism). We are examining your understanding of the content learnt, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.

6. All submissions must **include a cover page** with your student details included. Make sure you include your name, surname and student number.

7. The link will be active on Blackboard at the start time of the exam/test session/period.

8. You may not email lecturers about the exam/test questions to get assistance, nor may you collaborate with other students on your test/exam.

9. Be aware that **similarity reports (SafeAssign) will be used to check** the originality of your answers and your answers against those of other students. This means that you cannot copy and paste your answers from the internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.

10. Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your exam on Blackboard. Apologies such as 'my internet dropped the connection' will not be accepted.

11. When uploading exams or completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did not upload properly' will not be valid. It is your responsibility to make double sure that the assessment is completed, and everything is completely uploaded for your test to be marked.

12. Make sure you meet the deadline and build in enough extra time to complete the test on time. Build in extra hours in case something goes wrong, such as load shedding. Therefore, do not try to submit your exam/test at the last minute. Online submissions are programmed to close after the deadline, after which it may no longer be possible to complete your exam online.

13. Always keep a back-up copy of all exams/tests submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed exam/test in the cloud. This is to protect yourself from losing your work due to your computer getting stolen,

breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.

14. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that you have contravened these policies, you will be subject to disciplinary action in terms of UJ's policies in this regard.

15. If you have challenges with devices and connectivity, the campus computer labs are open for students to use at all the four UJ campuses.

You have two weeks to prepare your answer and your document will be submitted to SafeAssign and you need to make sure that you do not have a match of more than 10%. Make sure to use references correctly and to use quotation marks when you use other people's words. Learn to paraphrase to say things in your own words. Also make sure that you do enough research to use relevant examples to demonstrate your understanding. Be guided by the rubrics provided so that you do not waste space on content that does not count a lot. Think about your answer carefully and show your insight and understanding.

Throughout this semester, you completed two formative assessments, as well as three tutorial and three class activities. For the purposes of your summative assessment for this semester, you are required to compile a document consisting of the following activities to demonstrate how you have implemented the knowledge gained in your formative assessments.

Use the following guidelines to structure and prepare your document:

Content (80)	
<p>1. Reflection and improvements to Formative assessment 1: Semester test (35)</p> <p>Discuss where you went wrong in the Formative assessment 1: Semester test (or Sick test for those students who wrote the sick test) assessment and make the necessary corrections and improvements to the document. Highlight the changes in Yellow.</p>	<p>You should accurately reflect, and this entails having the ability to analyse your efforts, celebrating what was good and continuing doing that, and also recognising your mistakes/limitations and working on improving them.</p> <p>Reflect on the analysis by identifying your mistakes, making the necessary corrections and discussing what you have done.</p> <p>Your analysis should include the reasons for losing marks, for example, lack of knowledge, misunderstood the question and time management problems.</p>
<p>2. Channel planning (30)</p> <p>The organisation you analysed for your digital campaign assessment is considering adopting another Sustainable Development Goal (SDG) and running a new campaign. You have been tasked to advise on the SDG that the organisation should adopt, key messages of the digital campaign and the channels that should be used to take it to the market.</p>	<p>Reflect on your digital campaign assessment.</p> <ul style="list-style-type: none"> • Select the SDG that the organisation should adopt and give reasons for your choice. (5) • Outline the key messages of the digital campaign. (10) • Provide guidance on the channels that should be used to take the messages to the market. (15)
<p>3. Discussion forum (15)</p> <p>Reflection on your own discussion (5)</p> <p>Reflection on discussion forums during the semester (10)</p>	<p>Study your discussion forum and comments you made on a fellow student's post. Discuss what needs to be changed and why.</p> <p>Now study other discussion boards that</p>

	<p>you participated in during this semester. Write two paragraphs on what you have gained from these engagements. Looking back do you think you contributed enough or could have participated more in these forums?</p>
Technical (20)	
Academic writing (Spelling, grammar, punctuation, and sentence construction) (10)	<p>Ensure that your ideas flow logically. Pay attention to spelling, grammar, punctuation, and sentence construction.</p>
Presentation (5)	<p>Your work should be professionally presented (recommended font Arial 11, justified, 1.5 line spacing). Include a table of contents. Structure your work using relevant headings and subheadings and correctly number your pages.</p>
Referencing (5)	<p>Sources properly cited to avoid plagiarism. Use the Harvard referencing system. Link from the UJ library available on Blackboard.</p>

[100]

Summative assessment rubric

1. Reflection and improvements to Formative assessment 1: Semester test (35)

This assessment requires accurate reflection. This entails having the ability to analyse your efforts, celebrate what was good (and continuing doing that), and recognising your mistakes/limitations and working on improving them. Reflect on the semester test by identifying your mistakes, making the necessary corrections, and discussing what you have done (and could have done differently). Your analysis should include an articulation of the reasons you may have lost marks, for example: *lack of knowledge, misunderstood the question, time management problems, and so on.*

The assessments shall be made available on Blackboard/uLink, should the moderators wish to see them.

0-7 Content has no or little relevance	8-14 Insufficient detail	15-21 Satisfactory	22-28 Good	29-35 Excellent
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2. Channel planning (30)

The organisation you analysed for your digital campaign assessment is considering adopting another Sustainable Development Goal (SDG) and running a new campaign. You have been tasked to advise on the SDG that the organisation should adopt, key messages of the digital campaign and the channels that should be used to take it to market.

- Select the SDG that the organisation should adopt and give reasons for your choice.
- Outline the key messages of the proposed digital campaign.
- Provide guidance on the channels that should be used to take the messages to market.

Students worked on the digital campaign assessment this semester.

Appropriate channels chosen

0-3 Content has no or little relevance	4-6 Insufficient detail	7-9 Satisfactory	10-12 Good	13-15 Excellent
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Key messages outlined

0-0 Content has no or little relevance	1-3 Insufficient detail	4-6 Satisfactory	7-8 Good	9-10 Excellent
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SDG chosen in line with company's vision, mission, and objectives

0-0 Content has no or little relevance	1-1 Insufficient detail	2-3 Satisfactory	4-4 Good	5-5 Excellent
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3. Discussion forum (15)

Study your discussion forum and comments you made on a fellow student's post. Discuss what needs to be changed and why. Now, study other discussion boards that you participated in during this semester. Write two paragraphs on what you have gained from these engagements. Looking back, do you think you contributed enough or could have participated more in these forums?

The Discussion forums are available on Blackboard/Ulink.

0-3 Content has no or little relevance	4-6 Insufficient detail	7-9 Satisfactory	10-12 Good	13-15 Excellent

Academic writing (Spelling, grammar, punctuation, and sentence construction) (

0-0 Incorrect with multiple errors	1-3 More than 10 errors	4-6 More than five (but less than 10) errors	7-8 Good	9-10 Excellent

Presentation (5) (Recommended font Arial 11, justified, 1.5 line spacing; table of contents with correct page numbers; relevant headings and subheadings).

0-0 Incorrect, no effort at all	1-1 Does not meet the standard	2-2 Satisfactory	3-4 Good	5-5 Excellent

Referencing (5) Correct Harvard referencing system used and sources properly cited to avoid plagiarism

0-0 Incorrect with multiple errors	1-1 More than 10 errors	2-2 More than five (but less than 10) errors	3-4 Good	5-5 Excellent