



**PROGRAM** : BA STRATEGIC COMMUNICATION  
(CORPORATE/MARKETING)

**SUBJECT** : CORPORATE COMMUNICATION/  
MARKETING COMMUNICATION 3B

**CODE** : SCM3BB3/SCM3BB3/OSW3B21/ADV3B21

**DATE** : SUMMER EXAMINATION  
17 NOVEMBER 2017

**DURATION** : 3 HOURS

**WEIGHT** : 50:50

**TOTAL MARKS** : 100

  

**EXAMINER** : MS C MUIR

**MODERATOR** : PROF G VAN HEERDEN

**NUMBER OF PAGES** : 2

- YOU ARE ALLOWED TO BRING ALONG ONE A4 PAGE OF NOTES, WRITTEN DOUBLE-SIDED.
- ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.
- ANSWER **ONE** OF THE TWO QUESTIONS.
- YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

**QUESTION 1**

“Today, the role of a good media agency is no longer that of just a media buyer. Media agencies should be business partners, set up to deliver on your business results through transparent use of complex data with a clear aim to analyze, optimize and influence the impact of owned, earned, shared and paid strategies, working in synergy. In essence, today’s media agency must ensure a streamlined process that takes data, generates insights from that data and then turns those insights into relevant media actions that positively impact business results. This is the media agency set-up, for this more complex age.” (Garrido, 2016).

Taking into consideration the quote of Garrido (2016), critically discuss the challenges, factors, trends and tools that South African media agencies need to consider when functioning as businesses within the current changed communication ecosystem. Refer to relevant examples in the discussion.

[100]

**OR****QUESTION 2**

You are entering the industry in the near future and may work as a channel strategist. Critically discuss the changed communication ecosystem that the current channel strategist needs to function within while highlighting the various factors, elements and trends that you will need to take note of when navigating your clients’ brand within this postmodern media environment. Refer to relevant examples within the discussion.

[100]