

PROGRAM : BA DEGREE
*CORPORATE COMMUNICATION/
MARKETING COMMUNICATION*

SUBJECT : **APPLIED STRATEGIC COMMUNICATION 1B**

CODE : **ACC1BB1/AMC1BB1/OSW1B21/ADV1B21**

DATE : SSA SUPPLEMENTARY EXAM
10 JANUARY 2018

DURATION : 2 HOURS

WEIGHT : 50 : 50

TOTAL MARKS : 100

EXAMINER : MRS F AYUK & MS C MUIR

MODERATOR : DR C DAVIS

NUMBER OF PAGES : 3 PAGES

INSTRUCTIONS

QUESTION PAPERS MUST BE HANDED IN.

THERE ARE THREE QUESTIONS IN THIS PAPER.

ANSWER ONE QUESTION FROM SECTION A AND ONE FROM SECTION B

THESE ARE ESSAY QUESTIONS, AND SHOULD BE ANSWERED AS SUCH.

PLEASE READ THE SUB-QUESTIONS CAREFULLY.

YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

REQUIREMENTS : UJ ANSWER BOOK.

Consumers are increasingly demanding sensory experiences from brands. In groups you were required to build a sensory experience for a chosen South African brand in a given architectural space. You conducted research to understand your brand and its target audience; developed a big idea to build your brand aesthetics and used Pinterest to show the look and feel of the brand aesthetics in the given architectural space.

QUESTION 1

1.1 Applying the aesthetic audit process, smash the brand by identifying and explaining the products/services; emotional, functional and cultural benefits of the brand.

(40Marks)

1.2 In your essay make sure to: State whether primary research, secondary research or both were used to smash each of the above brand elements.

(10Marks)

(50 Marks)

OR

QUESTION 2

Your chosen South African brand approaches you as a market research consultant following the great attendance of the brand exhibition in the given architectural space. Your chosen South African brand would like to better understand why the attendance was so successful. Discuss the **FOUR** (4) steps in the research process as you assist your chosen South African brand with this research.

(50 Marks)

SECTION B (COMPULSARY)

AND

QUESTION 3

“People are judged immediately on the first contact, which is why personal branding is important, as it often “arrives” before you do. Personal branding, when used wisely, can both establish and foster your position to others and can be life-changing for individuals in the workplace” (Bos, 2018).

You will shortly be entering the workplace and need to pay careful attention to your personal brand in order to maximise your job opportunities.

Discuss by means of relevant examples how you would go about building and navigating your personal brand within the digital realm over the next two years. Note that your discussion should include:

- definition of personal brand;

-
- the changed communication ecosystem and
 - trends within digital platforms and challenges.

Note that your discussion should include but is not limited to the abovementioned points.
Remember to refer to relevant examples throughout the discussion.

(50 Marks)

TOTAL: 100 MARKS