



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: ACC1BB1/AMC1BB1 Applied Corporate and Marketing Communication 1B
<b><u>SEMESTER</u></b>	: Second
<b><u>EXAM</u></b>	: 8 January 2020

<b><u>DATE</u></b>	: 8 JAN 2010	<b><u>SESSION</u></b>	: B Ring 615
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<b><u>ASSESSOR(S)</u></b>	: MS CM AZIONYA
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<b><u>MODERATOR</u></b>	: MS S MORAPELI
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<b><u>DURATION</u></b>	: ONLINE 23H59	<b><u>MARKS</u></b>	: 100
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NUMBER OF PAGES: FOUR (4) PAGES

INSTRUCTIONS: PLEASE READ ALL INSTRUCTIONS CAREFULLY

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## **INSTRUCTIONS TO CANDIDATES:**

1. This is a digital portfolio submission meaning that you will be required to submit online. Please read and follow the submission requirements carefully.

### **SUBMISSION DEADLINE**

2. Please note that this is an exam and the due date is NOT NEGOTIABLE.
3. Ensure that you submit before the deadline of 2 November 2019 by 23h59. Google automatically generates a date and time stamp for all digital interactions. Please ensure that you adhere to these requirements. Digital portfolios submitted after midnight (00H00) on 3 November 2019 and thereafter will be treated as a late submissions. Marks will not be allocated for late submissions. Please ensure that you submit by 23H00 on the 2<sup>nd</sup> November 2019 to avoid technical delays in your submission.
4. You must ensure that you have adequate data and regular access to a reliable Internet connection for the submission. The computer labs are available on campus to complete assessments and upload documents should you not have access to a reliable internet connection.
5. When uploading your individual tasks set out in the exam, 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 assessments to be marked.
6. The format in which the assessment is submitted, must meet the specifications thereof as per the instructions detailed here.

### **APPLICATION FOR A SUPPLEMENTARY OR SPECIAL EXAM**

7. Should you be unable to submit your digital portfolio on the due date due to a critical personal emergency or illness, you will have to apply for a special exam at the Faculty of Humanities within 7 (SEVEN) days. Normal faculty requirements apply and stipulated proof must be produced by you as per UJ regulations to the Faculty. The Faculty of Humanities and not the Department of Strategic Communication decides who qualifies for a supplementary and special exam.
8. Should the Faculty grant you a supplementary exam you will be required to re-submit an improved version of your digital portfolio. If you are granted a special exam by the Faculty of Humanities you will submit your digital portfolio to the stipulated email address.

### **SUBMISSION INSTRUCTIONS**

9. You may upload supporting files such as video, sound clips and pictures relevant to each submission. Your language use is important.
10. Send your Google site link to [stratcomtheoapp12019@gmail.com](mailto:stratcomtheoapp12019@gmail.com) AND allow access. To submit your digital portfolio, use the following sharing settings on Google Drive:
  - Visibility options: Anyone with the link.
  - Access: Can edit.
  - Invite people: [stratcomtheoapp12019@gmail.com](mailto:stratcomtheoapp12019@gmail.com)

11. In the subject line of your email, please indicate which exam you are submitting for and use the initials and surname and student number that appear on the class lists. E.g. **Main Exam PK Mathebula 20191234 or Supplementary Exam PK Mathebula 20191234 or Special Exam PK Mathebula 20191234**. This is the information that will be used to find your submission by the assessors.
  12. Please ensure that you use the professional Gmail account using your legal names created in the tutorials in the first semester. This is part of your personal and professional brand.
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**Question 1**

Using the Gmail account, you set up in AMC1AA1/ACC1AA1 create a goggle site using the instructions uploaded on Ulink. Please pay attention to your use of language and the tone of your writing. You are expected to personalise your site and differentiate yourself as an emerging strategic communication professional. Your submission must meet the following requirements:

**1. My Personal Brand**

1.1 A one-page creative CV. You are free to design one or use a template from Word 365 or any other programme of your choice. Include a short 350 word reflection that touches on

- a) how you have grown this year,
- b) your overall experience and importance of working in account teams to execute tasks and
- c) how you performed based on your role identified (25 Marks)

**1.2 Subculture task**

- a) Identify a subculture of your choice. It must exist in South Africa and you have direct access to it. Use visual anthropology collect your primary research. Using the findings from your primary and secondary research, create a (SIX) 6 page PowerPoint presentation illustrating the key findings about the subculture you have chosen for your presentation. Your presentation should include:
  - b) The origins of the subculture
  - c) Important beliefs, philosophies and norms
  - d) How the subculture enjoys and expresses itself in music, clothing, and other ways (75 Marks)

[100]

**TOTAL 100: MARKS**