



UNIVERSITY  
OF  
JOHANNESBURG

<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: ACC3BB3 / AMC3BB3 APPLIED STRATEGIC COMMUNICATION 3B
<b><u>SEMESTER</u></b>	: Second
<b><u>EXAM</u></b>	: 29 October 2020 (Main) January (Supplementary and Special examination)

<b><u>DATE</u></b>	: 29 October 2020 Ms S Morapeli &	<b><u>SESSION</u></b>	: Online
<b><u>ASSESSOR(S)</u></b>	: Dr C Meintjes Dr L Bezuidenhout,		
<b><u>MODERATOR</u></b>	: NWU		
<b><u>DURATION</u></b>	: n/a	<b><u>MARKS</u></b>	: 100

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NUMBER OF PAGES: 7 PAGES

INSTRUCTIONS:

1. Follow the specifications carefully.
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**QUESTION 1**

Develop and present an innovative digital channel strategy for Matla A Bana based on a complete situation analysis identifying a key issue for the NGO as focus. Ensure that you identify potential new channels while messaging is geared towards your identified target audience/s. There is no time frame or budget, but keep in mind that the budget should be on a shoe string. Present your strategy in the form of a 20-minute powerpoint presentation.

(100 marks)

## PRESENTATION RULES AND REGULATIONS

### TIME

- Each registered group will be allocated a total of 20 minutes. Presentations should be pre-recorded and include parts where members of the group are seen speaking and parts where the PowerPoint is seen with a voice-over. Be creative in how you do this. Due to the presentations being pre-recorded there are no time for Q & A (we are concerned about connectivity disadvantaging some students/groups) and thus you need to ensure your presentation is clear, to the point and grasp the attention of the audience. You may be able to do this effectively by recording your presentation on Zoom or use a free video editing programme.
- Please keep to the allocated time limit to avoid parts of your presentation not being considered for marks.
- Everyone in the group needs to present with equal time allocated to each person.
- Should you miss your assessment due to illness or a critical personal emergency, you will have to apply for another assessment opportunity within 7 days of the exam date you missed. All affected group members will have to apply individually. You will submit your application with the Faculty of Humanities. The faculty will require supporting evidence and will communicate with you directly regarding the outcome of your application. The Department of Strategic Communication does not deal with supplementary or special exam requests; neither do we communicate exam marks to students. The Faculty of Humanities handles all this information.
- Should you be granted an assessment opportunity by the Faculty of Humanities please note that you will present on your own or with other group members who have been granted an assessment opportunity (either a special or supplementary exam).

### PROCESS

- Create a one page Word Document on which you create hyperlinks to:
  - School of Communication cover page correctly filled to reflect all group members in ALPHABETICAL order
  - Plagiarism declaration signed by **all** members of the group. An exam mark will not be awarded if the declaration is not signed.
  - Your Google Site that you developed during the semester with all sections and pages updated and final.
  - Your Word/Pdf version of your digital channel strategy you worked on during the semester updated and finalised and in complete alignment with the PowerPoint presentation.
  - Your PowerPoint presentation
  - Your recorded presentation.
- This document should be submitted on Blackboard on the link provided by 28 October by 14:00. Ensure that all hyperlinked documents are shared with [stratcommapped3b2020@gmail.com](mailto:stratcommapped3b2020@gmail.com). One submission per group will suffice.

- The official exam date is 29 October 2020. A group that does not submit on this date will be considered as a group that missed the exam.

#### **THE RECORDED PRESENTATION**

- The presentation must be equally divided amongst all group members.
- Each member of the group must have a section header which clearly states which section they will be presenting, it must have a photograph, the full names and surname that appear on the class list, their student number and their course code (ACC or AMC). Each group is welcome to use their desired lay-out, however the above stipulated information must appear. You are welcome to use the UJ PowerPoint template.
- Due to the fact that this is an exam, when an individual group member is presenting their section, voice prompts, interjections, glares or any interferences from non-presenting members of the group will be seen as a distraction and a transgression. Each student has to present their section unaided and unhindered by fellow group members as is the norm for any examination at the University of Johannesburg. A student caught displaying this behaviour will be subjected to disciplinary action.
- Should a member of the group be unable to present on the day of their examination due to illness or a critical emergency, the student in question will have to apply for a supplementary exam at the Faculty of Humanities. Normal faculty requirements apply and stipulated proof must be produced by the student as per UJ regulations. The Faculty of Humanities and not the Department of Strategic Communication decides who qualifies for a supplementary and special exam.
- Should the Faculty grant a student a supplementary or special exam, the student will be required to present the entire presentation alone or with other group members who were sick or indisposed and granted an opportunity to present.
- Should a group member not be present for the recording of the video presentation, the rest of the group will be required to present the missing members' section. It is therefore important that every member of the group be familiar with all of the presentation and be able to present any section confidently.
- There is NO LIMIT on the number of slides for an exam presentation. However, students must ensure that all the slides included in the presentation are presented and explained within the allocated 20 minutes.
- Plagiarised exams will be awarded a zero and all group members sent for disciplinary action to the relevant authority. Ensure that you correctly reference all ideas that are not your own. If you are unsure consult your tutors for assistance.

**PEER ASSESSMENT**

- Each group member must fill out a peer review form individually to ensure a truthful response. This will be done in the form of a Google Form. The link will be made available on the examination date.
- Each group member must keep a record of their participation if collaboration happens outside of Google slides. Should a dispute arise (whatsapp chats/voice notes, emails and all correspondence can be submitted as evidence of the contribution or lack thereof). Each group member must ensure that they have evidence of their contribution should a dispute arise.
- Please note that as this is a group assessment, group members who are uncooperative, rude, or did not meaningfully contribute to the presentation can have marks deducted should their peer evaluation be consistently poor from their group members and there is sufficient evidence upon investigation to warrant this.
- Likewise, should a student wrongfully accuse a group member without sufficient evidence disciplinary action will be taken to ensure a truthful and fair evaluation of each member of the group.
- Therefore, it is important that each group member is assigned a role or roles. There must be a fair division of labour and members should adhere to agreed upon timelines and milestones. The group should make a note of group members that do not.
- Each group member should try to be cordial, engaged and helpful to ensure a harmonious working relationship.

**ELIGIBILITY**

- If you do not appear on the class register or do not have the required 30% exam entrance you may not present. Therefore, ensure that all your marks have been correctly captured before exams begin.
- The exam presentation will be submitted on the 29 October 2020 by 9:00.
- The exam process will start on 29 October 2020.

GROUP NAME:		
SURNAME	INITIALS	STUDENT NUMBER
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		
9)		

ELEMENT	NOT YET COMPETENT	COMPETENT	OUTSTANDING	MARK
<b>SITUATION ANALYSIS</b> <ul style="list-style-type: none"> <li>- ENVIRONMENT ANALYSIS</li> <li>- SWOT ANALYSIS</li> <li>- BRAND, CHANNEL AND ONLINE REPUTATION ANALYSIS</li> </ul> <p>KEY ELEMENTS FROM THE SITUATION ANALYSIS IS PRESENTED ILLUSTRATING A CLEAR LINK TO THE INSIGHTS DRAWN FROM THE SITUATION ANALYSIS. A KEY ISSUE/KEY ISSUES IS/ARE IDENTIFIED ON WHICH THE STRATEGY FOCUSSES.</p>				/10
<b>TARGET MARKET ANALYSIS</b> <p>PRIMARY, SECONDARY AND TERTIARY TARGET MARKET SEGMENTS ARE IDENTIFIED. THESE ARE THOROUGHLY RESEARCHED AND PRESENTED AND A LINK WITH THESE ARE EVIDENT IN THE OBJECTIVES OF THE STRATEGY. MEDIA CONSUMPTION IS HIGHLIGHTED AS WELL AS PASSION POINTS.</p>				/10
<b>OBJECTIVES</b> <p>COMMUNICATION AND SOCIAL MEDIA OBJECTIVES ARE SMART AND ILLUSTRATE THE LINK BETWEEN THE SITUATION ANALYSIS AND TARGET MARKETS.</p>				/10
<b>MEDIA SELECTION</b> <p>MEDIA SELECTED ACCORDING TO PAID, OWNED, EARNED MEDIA. SPECIFIC VEHICLES MENTIONED, JUSTIFICATION GIVEN ALIGNED WITH TARGET MARKET AND CAMPAIGN OBJECTIVE.</p>				/10
<b>KEY MESSAGING</b> <p>MESSAGES ARE RELEVANT WITH AN ILLUSTRATION OF HOW IT WILL RESONATE WITH THE TARGET AUDIENCE AND MEDIA SELECTION. A CALL TO ACTION IS INCLUDED.</p>				/10
<b>MEASUREMENT</b> <p>APPROPRIATE METRICS TO TRACK CAMPAIGN SUCCESS,</p>				/10

<b>TRACKING METHODS EXPLAINED AND APPROPRIATE.</b>				
<b>CONTENT CALENDAR</b>  A SAMPLE CONTENT CALENDAR IS PRESENTED FOR EACH MEDIA VEHICLE/PLATFORM ILLUSTRATING THE ALIGNMENT BETWEEN THE KEY ISSUE/S, TARGET MARKET, OBJECTIVES, MEDIA SELECTION AND MESSAGING.				<b>/10</b>
<b>BUDGET</b>  APPROPRIATE AND REALISTIC, BROAD OVERVIEW GIVEN, ALL ACTIVITIES ACCOUNTED FOR				<b>/5</b>
<b>CREATIVITY</b>  BIG IDEA IS ORIGINAL, SINGLE MINDED AND ALIGNED WITH ALL CAMPAIGN ELEMENTS				<b>/10</b>
<b>PRESENTATION AND VIDEO RECORDING SKILLS</b>  PROFESSIONAL, PROFESSIONAL HANDOVERS, HARMONIOUS GROUP, DYNAMIC, VOICE PROJECTION, DELIVERY AND SPEED, ENGAGED THROUGHOUT. FAMILIARITY WITH CONTENT, SLIDES CLEAN (NO COPY HEAVY AND CLUTTERED). SLIDES ATTRACTIVE, VISUALS RELEVANT TO CONTENT.				<b>/15</b>
<b>MARK ALLOCATION</b>				<b>/100</b>