



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: SCO1AA1 Strategic Communication 1A
<u>SEMESTER</u>	: First
<u>ASSESSMENT</u>	: Summative Assessment

<u>DATE</u>	: 21 May – 9 June 2021	<u>SESSION</u>	: N/A
<u>ASSESSORS</u>	: DR K SITTO PROF E LUBINGA		
<u>MODERATOR</u>	: MS C MUIR		
<u>DURATION</u>	: 3 weeks	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. This is an individual assessment.
2. All questions in this paper are compulsory and must be answered.
3. Number your answers clearly.
4. Bulleted answers will not be marked.
5. In your discussions, do not repeat any of the statements which form part of the questions.
6. You have 3 weeks to prepare, answer and complete this assessment from 21 May 2021 (12H00) until 9 June 2021(12H00). All submissions, except with prior

arrangement will be done via BlackBoard in Word document format.

7. Please note that this is a formal assessment, thus copying and pasting of class notes will result in poor performance (as it is plagiarism). We are examining your understanding of the content learned and not regurgitation.
 8. All submissions must include an assignment cover page with your student details included.
 9. You may not email lecturers about the assessment to solicit assistance, nor may you collaborate with other students about this assessment.
 10. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers, and your answers against those of other students.
 11. Due to the length of time: 3 weeks, assessments should be uploaded timeously for lecturers to finalise in order to meet Faculty submission deadlines.
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ANSWER ALL THE QUESTIONS**INSTRUCTIONS:****Background information**

Identify a recent communication campaign (between June 2020 – July 2021) by **any** organisation of your choice. Describe how the organisation has practised strategic communication in the communication campaign that you have identified. Make use of specific and relevant examples from the campaign, which you have selected, to support your answer. Choose the organisation carefully to ensure that it meets the aspects below. **(10 marks)**

Your answer should describe the campaign in detail, providing a source, such as a link to one or more online news stories, or video (or any other evidence such as illustrations) for the campaign. Please cite all the sources you use and include them in the reference list. The following aspects of strategic communication should be clearly discussed in your assessment:

- Make sure you provide details about what you believe to be strategic communication as practised by the organisation you have selected, in form of a link to an online news story embedded in your answers where required. **(20 marks)**
- The campaign that you have chosen and the discussion about it, must illustrate that it meets the definitions of Strategic Communication as discussed during this module, with reference to the definitions. **(20 marks)**
- Identify and elaborate upon only TWO (2) drivers of Strategic Communication discussed during this module, from the campaign of your choice, providing specific and relevant examples. **(20 marks)**
- In addition, identify and discuss TWO (2) shifts characterising Strategic Communication giving specific and relevant examples from the campaign by the organisation that you chose. **(20 marks)**

Structure (10 marks)

- Your assessment must be typed.
- Use essay format with no bullets.
- Be sure to include an introduction and a conclusion, as well as a reference list.
- Be creative with the choice of examples provided and organisational campaign selected.
- Use double spacing and Arial 12 font size.
- Length 800 – 1,000 words.
- Include a reference page using correct Harvard style of referencing as per UJ referencing guideline provided on BlackBoard.
- The language used must be attended to carefully.
- Plagiarism should be avoided (see plagiarism guidelines available on Blackboard).

TOTAL: 100 MARKS