



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>	: Applied Strategic Communication (ACC/ACM1BB1)
<b><u>SEMESTER</u></b>	: Second
<b><u>ASSESSMENT</u></b>	: 28 October 23h59

**DATE** : 28 October                      **SESSION** : ONLINE

**ASSESSOR(S)** : M ELMON  
: MOTLOUTSI

**MODERATOR** : DR CORNE  
: MEINTJES

**DURATION** : TAKE-HOME                      **MARKS** : 100  
: ASSESSMENT

## 1. HONESTY PLEDGE

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, the lecturer's slides, handouts, textbooks, or anywhere else and present it as if it is my own work. To this end, I understand what plagiarism is. All the work I submit for assessment is my own work.

To ensure that you understand the importance of plagiarism, please [watch this helpful video](#).

I now pledge to read and abide by UJ's rules and policies for all my assessments, whether submitted via Blackboard, e-mail or elsewhere. Using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as any other policy that might be applicable. If it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

**Do you agree to uphold the honesty pledge? (Tick the correct box)**

<b>YES</b>	<b>NO</b>
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## **QUESTION 1: BRAND AESTHETICS**

Visit the University of Johannesburg website at [www.uj.ac.za](http://www.uj.ac.za) and answer the following questions:

- 1.1 Provide three reasons with examples why aesthetics are important for an organisation [6]
- 1.2 Considering the UJ website, identify the following marketing aesthetics:
  - 1.2.1 Vision and Mission of the University [6]
  - 1.2.2 Different Faculties of the University of Johannesburg [5]
  - 1.2.3 Different student support services services offered by the University of Johannesburg [9]
  - 1.2.4 Key achievements and milestones of the University of national and international scale [9]

## **QUESTION 2: RESEARCH**

- 2.1 In your own words, explain the difference between quantitative, qualitative, and mixed methods research using examples. [10]
- 2.2 Choose and discuss ONE of the research approaches you would use to conduct research for a campaign. Motivate why you selected this approach. [5]
- 2.3 Based on the chosen approach, discuss any FIVE data collection methods you would use to conduct the research. [10]

## **QUESTION 3: STAKEHOLDER ENGAGEMENT**

- 3.1 In your own words, identify and describe the three stakeholder engagement approaches [10]
  - 3.2 In your own words, discuss five benefits of stakeholder engagement [10]
  - 3.3 Please write a paragraph to reflect on what you learned in the module. [10]
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**MARKING REBRIC OCT/NOV 2021**

<b>CONTENT 100</b>		Mark Allocation
<p><b>BRAND AESTHETICS</b> Provide three reasons with examples why aesthetics are important for an organisation</p>	<ul style="list-style-type: none"> <li>• In your answer you need to explain why aesthetics are important for an organisation. If you use any sources please cite the sources.</li> </ul>	6 Marks
<p>Considering the UJ website, identify the following marketing aesthetics:</p>	<p>Your answer should include the following:</p> <ul style="list-style-type: none"> <li>• Vision and Mission of the University</li> <li>• Different Faculties of the University of Johannesburg</li> <li>• Different student support services services offered by the University of Johannesburg</li> <li>• Key achievements and milestones of the University of national and international scale</li> </ul>	34 Marks
<p><b>RESEARCH</b> In your own words, explain the difference between quantitative, qualitative, and mixed methods research using examples.</p>	<p>First define what qualitative, quantitative and mixed method research is and explain the difference.</p>	10
<p>Choose and discuss ONE of the research approaches you would use to conduct research for a campaign. Motivate why you selected this approach.</p>	<p>Select between qualitative, quantitative or mixed method approaches and motivation. Only select one.</p>	5
<p>Based on the chosen approach, discuss any FIVE data collection methods you would use to conduct the research</p>	<p>Identify and dsicuss the five data collection method based on the approach you selected. Only five will be allocated marks</p>	10

<b>STAKEHOLDER ENGAGEMENT</b> In your own words, identify and describe the three stakeholder engagement approaches	. Identify the three stakeholder engagement and describe each.	10
In your own words, discuss five benefits of stakeholder engagement	Discuss the benefits of stakeholder engagement for the organisation and its stakeholders.	10
Write a short reflection about what you learned from this module	Your reflection should not be more than two paragraphs.	10
<b>TECHNICAL CARE</b>		
Font, margins and line spacing	Arial 11, left and right margins set to 2cm; top & bottom margins set at 2.54cm and line spacing is set 1.5. • Pages are justified, if they are not in tables	
Figures or diagrams in the document	Only high-resolution images can be used if sourced online. Blurred images appear unprofessional and are difficult to read • Ensure that all figures have borders and look professional, all images from the web needs to have a correct source	
Page numbering	Page numbers are set at bottom right, also in font arial	
Spelling, grammar, punctuation and sentence construction	• Spelling is set as English South Africa and NOT spelling USA • Writing is academic and personal pronouns are not used insofar possible	

	<ul style="list-style-type: none"> <li>• Do not use “et al.” (that is always in italics) if you did not cite the full source the first time</li> <li>• Sentences should not be longer than 3 lines</li> <li>• You need to provide evidence that you consulted the academic writing centre at least once</li> <li>• Ensure that headings are numbered correctly and that they are NOT indented.</li> </ul>	
SafeAssign Report	<ul style="list-style-type: none"> <li>• All documents will be submitted online</li> <li>• Please ensure that you submit your document in Microsoft Word or PDF format</li> <li>• The assessment will be done in terms of the rubric provided</li> </ul>	