UNIVERSITY OF JOHANNESBURG

FACULTY	: Humanities
DEPARTMENT	: Strategic Communication
CAMPUS	: APK
MODULE	: STRATEGIC COMMUNICATION (SCC2BB2)
SEMESTER	: Second
ASSESSMENT	: 02 NOVERMBER 23H59

DATE	: 02 NOVEMBER	**SESSION**	:ONLINE
ASSESSOR(S)	: MR ELMON MOTLOUTSI		
MODERATOR	: DR CORNE MEINTJES		
DURATION	: TAKE-HOME ASSESSMENT	**MARKS**	: 100

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)

YES	**NO**

QUESTION 1: [Branding] BRAND SA CASE STUDY

Read the case study and follow the link below to answer the questions below. Also, refer to the feedback on your previous assessment to improve your work.

Brand South Africa | Official South African Brand Guide



Brand South Africa was established in August 2002 to help create a positive and compelling brand image for South Africa.

At that time, the world was unsure about what to think of South Africa, with many different messages being sent out by various sources. This did very little to build the country's brand and it was evident that to attract tourism and investment there was a need to co-ordinate marketing initiatives to make them more effective.

This led to the creation of Brand South Africa, whose main objective is the marketing of South Africa through the Brand South Africa campaign.

There are many benefits to having a consolidated brand image, with the most important being that a consistent Brand South Africa message creates strategic advantages in terms of trade and tourism for the country in an increasingly competitive marketplace.

QUESTION 1

1.1 Briefly explain the importance of the Brand SA campaign and its impact on the economy of South Africa. Your answers should include the importance of having one solid integrated brand for South Africa. [10]

1.2 In your own words, discuss the competitive advantage of integrating the concepts of Ubuntu and the Rainbow Nation in the Brand SA initiative for South African brands abroad. [10]

1.3 Discuss the impact of corruption, state capture and the July 2021 riots in South Africa on Brand SA. [10]

1.4 As a strategist, you have been appointed to help South Africa grow its brand to the international community in the next world economic forum. Explain to the project manager of Brand SA the initiatives and majors introduced by the Government of South Africa to restoring South Africa's image. [20].

QUESTION 2: [Organisational Communication] COVID-19 PROTOCOLS

You work for a mining company in Gauteng, South Africa, and your company experienced high COVID-19 infection rates, loss of life due to Covid-19 and profit loss in the past year. Your manager tasked you to develop an internal organisational communication campaign to address vaccination hesitancy in your organisation.

2.1 Discuss how you will integrate a system thinking approach to address vaccine hesitancy in your organisation. [10]

2.2 Identify and discuss internal organisational communication channels you will use to encourage employees to protect themselves against the COVID-19. [10]

2.3 In a short paragraph discuss the role and function of Strategic Communication in an organisation, such as a mine. [10]

2.4 Write a short reflection about what you learned from this module. [10]

Grand Total [100] Including technical marks

ACC/ACM MARKING REBRIC OCT/NOV 2021

CONTENT 75		Mark Allocation
Question 1 Briefly explain the importance of the Brand SA campaign and its impact on the economy of South Africa. Your answers should include the importance of having one solid integrated brand for South Africa.	• Refer to the Brand SA website to determine the importance of Brand SA campaign. Do not copy and paste from the website, prpvide a brief summary.	10
In your own words, discuss the competitive advantage of integrating the concepts of Ubuntu and the Rainbow Nation in the Brand SA initiative for South African brands abroad.	• Refere to the article by Phumzile Mlambo Nqcuka and the discussion on BB collaboarate and videos about UBUNTU and Rainbow nation by Desmond Tutu and Mandela. Identify the key aspects of Ubuntu and Rainbow National and exlplain the competative advantage for SA business locally and abroad	10
Discuss the impact of corruption, state capture and the July 2021 riots in South Africa on Brand SA.	Refer to Class activity two on Eskom reputation, image and state capture. And the Times Live news article below on July riots LIVE UPDATES | Riots and looting: spontaneous outbreak or insurrection? (timeslive.co.za) In your discussion explain the social, economic, political impact of state capture, corruptation and the riots on the citizens, businesses and livelihoods and how these impact the image of the country (Brand SA)	10
As a strategist, you have been appointed to help South Africa grow its brand to the international community in the next world economic forum. Explain to the	The strategies and initiative should include legal, political, social and economic response by government to address corruption, state capture and impact of the July riots.	20

project manager of Brand SA the initiatives and majors introduced by the Government of South Africa to restoring South Africa's image.		
Discuss how you will integrate a system thinking approach to address vaccine hesitancy in your organisation.	Discuss what is system thinking and its key tenants and apply them to the organisational context to address vaccine hesitancy.	10
Identify and discuss internal organisational communication channels you will use to encourage employees to protect themselves against the COVID-19	Identify internal Communication channels and motivate why you selected a particular channel	10
In a short paragraph discuss the role and function of Strategic Communication in an organisation, such as a mine.	Discuss the role of strategic and function of Strategic Communication in relation to impact on organisational functions, purpose and values.	10
Write a short reflection about what you learned from this module	Your reflection should not be more than two paragraphs.	10
TECHNICAL CARE (10)		
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 • Do not use “et al.” (that is always in italics) if you did not cite the full source the first time • Sentences should not be longer than 3 lines • You need to provide evidence that you consulted the academic writing centre at least once • Ensure that headings are numbered correctly and that they are NOT indented.	
SafeAssign Report	• All documents will be submitted online • Please ensure that you submit your document in Microsoft Word or PDF format • The assessment will be done in terms of the rubric provided	