



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: Strategi Communication 1B (SCC/SCM1BB1)
<b><u>SEMESTER</u></b>	: Second
<b><u>ASSESSMENT</u></b>	: 29 November 23h59

<b><u>DATE</u></b>	: 29 November2021	<b><u>SESSION</u></b>	: ONLINE
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<b><u>ASSESSOR(S)</u></b>	MR ELMON : MOTLOUTSI
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<b><u>MODERATOR</u></b>	DR CORNE : MEINTJES
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<b><u>DURATION</u></b>	TAKE-HOME : ASSESSMENT	<b><u>MARKS</u></b>	: 100
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## 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**

Use the Brand South Africa Case Study to answer the questions below. Follow the link for more information about Brand SA

<https://www.brandsouthafrica.com/about-us/who-we-are>



## **QUESTION 1**

- 1.1 Define the term stakeholder. [5]
- 1.2 Identify the strategic partners of Brand SA [5]
- 1.3 Identify and list the key strategic functions of Brand SA [5]
- 1.3 White a short paragraph to discuss how COVID-19 pandemic affected the South African brand (Brand SA) your discussion should focus on tourism and investment. [10]
- 1.4 In your own words discuss how Strategic Communication can be used by Brand SA to improve South investment outlook internationally. [15].

## **QUESTION 2**

- 2.1 Identify and list the five key assumptions of organisational culture. [10]
- 2.2 Identify and describe with examples the relationship between organisational culture and communication. [10]
- 2.3 Your company based in Zambia just moved to South Africa to open a new branch. You are the only South African in the management team, and your role is to orientate others about South Africa. Explain the concept of the Black Economic Empowerment, Rainbow nation and Ubuntu and how these affect business practices in South Africa with practical examples. [20]
- 2.4 Provide a short reflection of the module in one paragraph. [10]

**Grand Total [100]**

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**SCC/SCM MARKING REBRIC OCT/NOV 2021**

<b>CONTENT 75</b>		Mark Allocation
<b>Question 1</b> Define the term stakeholder.	<ul style="list-style-type: none"> <li>Define what the term stakeholder mean and cite relevant source</li> </ul>	5
Identify and list the Strategic partners of the South African Brand, locally, continental and internationally	<ul style="list-style-type: none"> <li>Identify the stakeholders of BRAND SA, refer to the website using the link provided above.</li> </ul>	5
Identify strategic roles of Brand South Africa.	<ul style="list-style-type: none"> <li>Use the brand SA's website to summarise the key strategic functions of Brand SA.</li> </ul>	
Discuss the impact of COVID-19 pandemic on tourism and investment in South Africa	Discuss how COVID-19 regulations in South Africa and other countries affected the Brand SA effort to grow tourism and investment in South Africa	10
In your own words discuss how Strategic Communication can be used by Brand SA to improve South investment outlook internationally.	Refer to the South African Government initiatives to grow and revitalise the economy and interventions by Brand SA to rebuild the brand impacted by COVID-19 pandemic.	15
Identify and list the five key assumptions of organisational culture.	List the five key assumptions of organisational culture. Marks will be deducted if you do not cite your sources.	10
Identify and describe with examples the relationship between organisational culture and communication		10
Your company based in Zambia just moved to South Africa to open a new branch.	You need to conduct desktop research in order to understand these three concepts. Do not copy and paste from your sources.	20

You are the only South African in the management team, and your role is to orientate others about South Africa. Explain the concept of the Rainbow nation and Ubuntu and how these affect business practices in South Africa with practical examples		
Provide a short reflection of the module in one paragraph.	Reflect on what you learnt from the module.	10
<b>TECHNICAL CARE (10)</b>		10
Font, margins and line spacing	<p>Arial 11, left and right margins set to 2cm; top &amp; bottom margins set at 2.54cm and line spacing is set 1.5.</p> <ul style="list-style-type: none"> <li>• Pages are justified, if they are not in tables</li> </ul>	
Figures or diagrams in the document	<p>Only high-resolution images can be used if sourced online. Blurred images appear unprofessional and are difficult to read</p> <ul style="list-style-type: none"> <li>• Ensure that all figures have borders and look professional, all images from the web needs to have a correct source</li> </ul>	
Page numbering	Page numbers are set at bottom right, also in font arial	
Spelling, grammar, punctuation and sentence construction	<ul style="list-style-type: none"> <li>• Spelling is set as English South Africa and NOT spelling USA</li> <li>• Writing is academic and personal pronouns are not used insofar possible</li> <li>• Do not use "et al." (that is always in italics) if you did not cite the full source the first time</li> </ul>	

	<ul style="list-style-type: none"> <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>	