



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 4202: STRATEGIC COMMUNICATION

Date: 15th March 2022

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION 1

Job Advert. Strategic Communication Director

The European Climate Foundation (ECF) was founded in 2008 as a major philanthropic initiative to help tackle climate change by fostering the development of a low-carbon society at the national, European, and global level.

We support over 500 partner organisations to carry out activities that contribute to the public debate on climate action, drive urgent and ambitious policy in support of the objectives of the Paris Agreement and help deliver a socially responsible transition to a net-zero emissions economy and sustainable society in Europe and around the world. As towns, cities and countries around the world declare climate emergencies, seas rise, forests burn, glaciers melt, increasing numbers of people take to the streets demanding urgent action and our societies begin to wake up to what the science has been saying for many years, there has never been a more important time to be working on climate change.

About the role

The ECF's Strategic Communications Team is the outreach unit of the foundation. Working as part of an international team of expert communicators, the successful candidate will create, coordinate, and deliver campaigns to end oil and gas use in conjunction with a wide network of partners. During the interview you are required to pitch to the board by:

- a) Discussing and justifying a step-by-step process of developing the campaign strategy to end the oil and gas use (20 marks)
- b) Name and discuss 5 elements of a communication model you can use as a foundation to your strategy (10 marks)

Question 2

Pick a banking institution of your choice.

- a) List 4 of the most important stakeholders and advice the bank on steps of effectively engaging and communicating with its stakeholders (8 Marks)

- b) Give benefits of having a proactive strategic communication planning to engage stakeholders (7 marks)

Question 3

You have been invited for a job interview as the Strategic Communication Director in a non-profit organization:

- a) Explain and justify to the interview board, the five (5) factors **needed** to ensure strategic communication works. (7 Marks)

- b) Discuss at least 4 reasons/rationale for the emergence of strategic communication as a field of practice and study (8 Marks)

Question 4

“Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign.”

- a) Discuss this statement as you illustrate the importance of research in the Strategic Communication process. (7 Marks).

- b) List and discuss at least four (4) most important components that you must include in your research for a communication strategy. (8 Marks)

Question 5

Like other medical institutions in the country, the Nairobi Hospital has been struggling financially amid swelling operational costs and lower revenues in the wake of an economic slowdown worsened by the outbreak of the Covid-19 pandemic. The Nairobi Hospital is planning for massive layoffs and salary cuts. The Strategic Communication Director’s role will be to communicate this forthcoming change. **Communications will impact employees’ reactions – and because of this, it will *determine the outcome of the change.***

- a) List 5 common communication failures to look out for during transition. (5 Marks)

- b) List the 4 stages of change that staff will go through during this change period and how you will communicate through each stage. (10 Marks)