



**Strathmore**  
UNIVERSITY

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

**Date: 7<sup>th</sup> March 2024**

**Time: 13:00-15:00**

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**Instructions**

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

**Question 1**

The African Women's Development and Communication Network (FEMNET) is a pan- African, membership-based women's rights organization that was formed in 1988 to coordinate African women's rights organizations across Africa to advocate for women's rights and gender equality issues with a common and stronger voice. FEMNET's niche is its recognized identity as a pan-African Network with the ability to reach a wide constituency of women across Africa and globally. FEMNET stands out for its work in gender advocacy, communication and capacity building and has over the years made significant contribution to the agenda for advancing women's rights and gender equality on the continent. FEMNET's representational role at international and regional platforms ensures that African women's perspectives, concerns and issues are recognized and acted upon. As a communications network, FEMNET informs and mobilizes over 500 members, spread out in 42 African countries in all the five sub-regions of Africa, in addition to the diaspora, creating strong linkages (online and offline) among African women and girls to influence policies and contribute significantly to the development of Africa and be equal beneficiaries of its wealth and resources. FEMNET seeks to develop a six month campaign strategy to rally women organisations in Africa to join its network.

- a) You are a consultant at a PR agency, and FEMNET has shortlisted your agency to develop a strategic communication plan aimed at increasing its membership across Africa. In a comprehensive essay, discuss and justify the step-by-step process you will undertake to create an impactful campaign. **(20 marks)**.
- b) Discuss 5 reasons why it is important for FEMNET to adapt a strategic communication approach in this campaign **(10 Marks)**

## Question 2

Write brief notes on each of the following terms and discuss in depth how each of them can be applied in strategic communication.

- a) Linear model (7 Marks)
- b) Transactional model (8 Marks)

## Question 3

- a) List at least 4 of Equity Bank's key stakeholders and explain the role each of them plays in the organization (7 marks)
- b) If Equity Bank was to communicate about an increase of its end of year profits, come up with a message for each of the bank's shareholders and give a brief explanation why that message is important (8 Marks)

## Question 4

### Case Study: Coptic Hospital - Strategic Communication in Change Management

Coptic Hospital, a leading healthcare provider, is undergoing a major organizational change to enhance patient care, improve operational efficiency, and adapt to advancements in medical technology. As part of the change management initiative, the organization is restructuring its departments, implementing new healthcare information systems, and fostering a culture of continuous improvement.

- a) Provide insights on how the strategic communication process and principles can be leveraged to overcome challenges and ensure a smooth transition during the change initiative (10 Marks) *(Marks will be awarded for critical analysis, strategic thinking, and the application of communication principles and processes to navigate change effectively).*
- b) What communication tools will you utilize during the change process? Justify the choice of tools and tactics (5 Marks)

## Question 5

You have been invited for a job interview as the Strategic Communication Director in a private company, explain and justify to the interview board, the organizational factors needed to ensure strategic communication works (15 Marks)