



# QUALIFI

SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 8 Diploma in Strategic Management & Leadership
Qualification No (RQF)	601/5362/3
Unit Name	Strategic Communication
Unit Reference	805
No of Credits	20 Credits

## Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
  - Can be found at <https://qualifi.net/qualifi-level-8-diploma-in-strategic-management-and-leadership/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

## Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

## Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

## Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

## Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

## **Word Count Policy**

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

## **Submission of Assignments**

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

## **Marking and grades**

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

## **Assignment Question**

### **Scenario**

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. A scenario of choice may also be discussed with your tutor, or provided by your tutor on request.

## Task 1 – 850 words

Select an organisation you are familiar with and create a communication plan which addresses the media's perception of the relevant domestic, national and international media. The plan should also include an evaluation of the importance of the media and influencing partners and others. While identifying and justifying relevant domestic, national and inter-national media, a good answer could make reference to:

- Public and professional journals, trade journals, newspapers and broadcasting
- Document makers and in-house magazines
- Learners are required to evaluate the importance of the media in influencing the range of opinion formers, stakeholder and customers
- Consider the value of evaluating pressure groups and political groups as well as possible media owners • Stakeholder perceptions and biases
- A range of ideas including the 24 questions underpinning critical systems Heuristics

**1.1:** Critically assess domestic, national and international media.

**1.2:** Critically evaluate the importance of the media in influencing partners, opinion formers, stakeholders, customers and the public at large.

**1.3:** Critically identify and evaluate the influence of pressure and political groups, and media owners, on the media's portrayal of international organisational policy and strategy.

## **Assessment Criteria**

**1.1:** Critically assess domestic, national and international media.

**1.2:** Critically evaluate the importance of the media in influencing partners, opinion formers, stakeholders, customers and the public at large.

**1.3:** Critically identify and evaluate the influence of pressure and political groups, and media owners, on the media's portrayal of international organisational policy and strategy.

## Task 2 – 1150 words

Produce a research paper for your organisation on how the organisation can exploit the media's constraints and time-critical requirements for a positive outcome and reviews the challenges and pressures they face. Your research paper should also show an assessment and evaluation the inter-reaction between news, public and stakeholder opinion and inter-organisational policy and strategy including the impact of global news media, and propose innovative methods of utilising this to the benefit of the inter-organisational policy and strategy.

**Good practice:** Consider local and national norms; cultural and legal constraints; the role of lobbyists and pressure groups. Reflect on the analysis and evaluation across new, public stakeholder's motivations, beliefs and opinions. Draw in where possible to views of experts in the field.

**2.1:** Critically research and review the challenges and pressures faced by the media in reporting the activities which deliver international organisational policy and strategy.

**2.2:** Critically evaluate how the media's constraints and time-critical requirements can be used for positive corporate strategic outcomes.

**2.3:** Critically assess and evaluate the interaction of news, public and stakeholder opinion on international organisational policy and strategy.

**2.4:** Critically evaluate the impact of global news media and design innovative methods of utilising these to the benefit of the international organisational policy and strategy.



## **Assessment Criteria**

**2.1:** Critically research and review the challenges and pressures faced by the media in reporting the activities which deliver international organisational policy and strategy.

**2.2:** Critically evaluate how the media's constraints and time-critical requirements can be used for positive corporate strategic outcomes.

**2.3:** Critically assess and evaluate the interaction of news, public and stakeholder opinion on international organisational policy and strategy.

**2.4:** Critically evaluate the impact of global news media and design innovative methods of utilising these to the benefit of the international organisational policy and strategy.

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
<b>Content (alignment with assessment criteria)</b>	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
<b>Application of Theory and Literature</b>	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
<b>Knowledge and Understanding</b>	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
<b>Presentation and Writing Skills</b>	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
<b>Referencing</b>	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

**Instructor's Comments**

## Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
<b>Total Score</b>	<b>220/5 = 44, Basic</b>



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