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GCCC Strategic Communication Management Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13

A business plan has been developed for a new product launch. Which element is critical to define as a FIRST step in building a communication plan in support of the new product?

- A. Define the target audience and how you want them to think or act differently from the current state.
- B. Articulate which communication tools fit best for the project.
- C. Devise a tracking and reporting process.
- D. Review how competitors are communicating about similar products.

Answer: A

Explanation:

In strategic communication management, the first and most critical step in building a communication plan is defining the target audience and identifying the desired change in their knowledge, attitudes, or behaviors.

Option D reflects the foundational principle that communication strategy begins with people and purpose- not tools, metrics, or competitive scanning.

A communication plan exists to influence specific audiences in specific ways. Until the target audience is clearly defined, communicators cannot make informed decisions about messaging, channels, tone, timing, or success measures. Equally important is clarifying how the audience should think, feel, or act differently as a result of the communication. This change objective anchors the entire strategy and ensures alignment with the business plan for the product launch.

The other options represent important but sequential steps. Tracking and reporting processes are necessary for evaluation, but they can only be designed once objectives and audiences are clear. Reviewing competitor communication can inform positioning, but it should not dictate strategy before the organization defines its own priorities and desired outcomes. Selecting communication tools is a tactical decision that must follow strategic choices, not precede them.

Strategic communication management emphasizes outcome-driven planning. By starting with the audience and the intended change, communicators ensure that all subsequent decisions-key messages, channels, cadence, and measurement-are purposeful and coherent. This approach also strengthens accountability, as success can be evaluated based on whether the defined audience actually changed in the intended way.

Defining the target audience and desired behavioral or perceptual shift establishes clarity, focus, and strategic discipline. It transforms the communication plan from a list of activities into a strategic instrument that directly supports the success of the new product launch.

NEW QUESTION # 14

What is the MOST important factor to consider when adopting a communication practice or method from another company?

- A. Preference of project sponsor
- B. Psychographics of stakeholders
- C. Alignment to business objective
- D. Alignment with company brand

Answer: C

Explanation:

In strategic communication management, the foremost criterion when adopting a communication practice from another organization is its alignment with the business objective. Communication does not exist for its own sake; it is a strategic management function designed to support organizational goals such as growth, efficiency, change implementation, risk mitigation, or reputation enhancement. Even highly successful communication methods from admired companies can fail if they do not directly contribute to what the organization is trying to achieve.

Business objectives provide the strategic "north star" for all communication decisions. Before considering branding consistency, stakeholder psychology, or leadership preferences, communicators must first ask whether a borrowed practice advances the organization's strategic priorities. For example, a company focused on operational efficiency may require streamlined, instructional communication, whereas one pursuing innovation may need collaborative and exploratory messaging. If the adopted method does not support these objectives, it can create distraction, misalignment, and wasted resources.

Strategic communication management emphasizes that objectives drive strategy, and strategy drives tactics.

Borrowing tactics without verifying objective alignment reverses this logic and increases the risk of superficial imitation rather than purposeful adaptation. While alignment with brand and stakeholder psychographics is important, these factors are secondary filters that refine execution-not the primary decision gate.

Additionally, leadership preferences should never override strategic fit. Allowing sponsor preference to dictate communication approaches can undermine organizational coherence and weaken credibility. By grounding decisions in business objectives, communication leaders demonstrate their advisory role at the management level, ensuring that communication remains a value-adding function rather than a decorative one.

Ultimately, alignment to business objectives ensures relevance, measurability, and strategic legitimacy- hallmarks of effective communication management.

NEW QUESTION # 15

What is the main advantage of in-house communication resources for a company?

- A. In-house communication professionals are more fluent in all skills, crafts, and technologies of communication.
- B. An in-house communication team is more cost-effective than relying on external resources.

- C. In-house communication professionals are more accessible and familiar with the organization's culture, products, and services.
- D. An in-house communication team can handle large-scale projects when needed.

Answer: C

Explanation:

In strategic communication management, the most consistent advantage of in-house communication resources is their proximity to the organization—both physically and culturally. In-house professionals operate within the daily rhythm of the business, which makes them immediately accessible for rapid coordination, approvals, and real-time issue response. This accessibility reduces delays that often occur when external partners must be briefed, contracted, or brought up to speed.

More importantly, in-house communicators possess deep institutional knowledge: they understand the organization's mission, values, internal politics, decision pathways, and stakeholder sensitivities. That familiarity improves message accuracy and alignment because they can translate strategy into communication that fits the company's voice and culture. They also tend to know products and services at a practical level, enabling clearer value propositions and fewer misstatements—critical for credibility with customers, employees, regulators, and media.

From a management perspective, this embedded knowledge strengthens consistency across channels and touchpoints. It supports integrated communication planning, where internal updates, leadership messaging, customer communications, and reputation management reinforce one another rather than sounding fragmented. During change management or crises, the ability to quickly gather context, advise leaders, and coordinate cross-functional messaging becomes a decisive capability—often more impactful than claims of universal skill superiority, blanket cost savings, or occasional capacity for large-scale projects.

This rationale also aligns with professional communication best practices emphasizing clarity, client/stakeholder alignment, and error avoidance in organizational messaging.

NEW QUESTION # 16

A communication manager for a chemical company learns during a casual lunch conversation with an operations manager that the company accidentally harmed the environment because of an accident and is not following its internal code of good conduct and transparency to stakeholders. Which response is the MOST ethical?

- A. The communication manager should urge leadership to stop accidents that harm the environment, and in doing so, has performed his or her ethical duty and can ensure that the information does not get out to media and other parties that could harm the company's reputation.
- B. The communication manager could infer that the lack of communications and transparency indicates a cover-up and look for a way to discretely take the story to the media.
- C. The communication manager should speak to company leaders about a proposed action plan regarding the accident and lack of transparency, and should also contact the company's ethics department about the situation.
- D. After speaking with leaders about the company's unethical handling of the accident, the communication manager should resign and might consider anonymously leaking the information to a regulatory agency.

Answer: C

Explanation:

From an ethics-based strategic communication management perspective, option B represents the most appropriate and responsible course of action. Ethical communication professionals have a duty to act in the best interests of the organization and its stakeholders by promoting transparency, accountability, and corrective action through proper internal channels.

When learning of potential environmental harm and a failure to follow internal codes of conduct, the communication manager's first obligation is to raise the issue with organizational leadership and propose an action plan. This demonstrates professional responsibility, strategic judgment, and commitment to ethical problem-solving rather than emotional or reactionary responses. Strategic communication management emphasizes resolving issues at the organizational level before escalating externally, whenever possible.

Engaging the company's ethics department is equally important. Ethics and compliance structures exist to investigate, document, and address exactly these types of situations. By involving them, the communication manager ensures that concerns are handled formally, consistently, and in alignment with legal and regulatory requirements. This approach protects stakeholders, the environment, and the organization's long-term credibility.

The other options are ethically flawed. Leaking information or going directly to the media bypasses governance and undermines trust. Resignation avoids responsibility rather than addressing the issue.

Suppressing information to protect reputation prioritizes image over integrity and directly contradicts ethical communication principles.

Strategic communication management stresses that ethical leadership requires courage, internal advocacy, and structured escalation—not secrecy or public exposure as a first step. Option B reflects ethical professionalism by seeking transparency, corrective action,

and accountability through established organizational processes, making it the most responsible and ethical response.

NEW QUESTION # 17

The IABC Code of Ethics serves as a guide to making consistent, responsible, ethical, and:

- A. legal choices in all our communications.
- B. strategic content in all our communications.
- C. procedural instructions in all our communications.
- D. accurate graphics in all our communications.

Answer: A

NEW QUESTION # 18

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