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GCCC SCMP Trusted Exam Resource & Detailed SCMP Answers

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GCCC Strategic Communication Management Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

In defining the goals component of a communication plan, a communication manager should:

- A. decide what the target audiences should do as a result of implementation of the communication plan.
- B. evaluate a wide range of communication channels that will reach the target audiences.
- C. request clarification from senior management regarding the resources available to implement the plan.
- D. determine which goals can be tracked on a continuous basis.

Answer: A

Explanation:

In strategic communication management, the goals component of a communication plan is fundamentally about defining intended outcomes, not activities, resources, or channels. Option C is correct because communication goals should clearly state what target audiences are expected to think, feel, or do differently as a result of the communication effort. This outcome-focused approach distinguishes strategic planning from tactical execution.

Goals provide direction and purpose. They translate business objectives into audience-centered outcomes, such as increased understanding, changed attitudes, or specific behaviors. Without clearly defining the desired audience response, a communication plan risks becoming a list of disconnected activities rather than a strategic tool that drives organizational results. Strategic communication management emphasizes that communication exists to influence behavior and perception in ways that support organizational priorities.

The other options address important planning considerations, but they do not define goals. Measurement and tracking relate to evaluation, which follows goal-setting. Resource clarification is a management and feasibility issue, not a goal-defining activity. Channel evaluation is a tactical decision that should be made only after goals and audiences are clearly defined.

By deciding what target audiences should do as a result of the communication plan, the communication manager creates a clear benchmark for success. This clarity enables the development of SMART objectives, aligned messaging, appropriate channel selection, and meaningful evaluation. It also strengthens accountability, as communication outcomes can be assessed against predefined expectations.

Strategic communication management consistently reinforces that effective communication planning begins with intent. Defining audience outcomes ensures that communication efforts are purposeful, measurable, and aligned with business strategy-making option C the correct and most strategic choice.

NEW QUESTION # 42

A company's communication director was interviewed by a reporter about the company's new service line. In the article, the communication director was quoted as projecting a 33% growth in revenue, rather than the correct projection of 13%. The communication director is sure they said "13%" to the reporter during the interview, but it was conducted over the phone and nothing was recorded or communicated in writing. The company's chief executive officer is concerned about stakeholders' perceptions and expectations. Which of the following is a step that the communication director would take?

- A. Contact the reporter with the correct information and request a correction be published, if possible.
- B. The reporter made an error, so the director should demand a correction be published.
- C. Contact the company's stakeholders and promise them that you are making the newspaper publish a correction.
- D. There is nothing that can be done; the article has already been published.

Answer: A

Explanation:

From an ethics and strategic communication management perspective, the most appropriate and responsible action is to contact the reporter with the correct information and request that a correction be published, if possible. Option C reflects professionalism, ethical conduct, and respect for journalistic processes while prioritizing stakeholder trust.

Errors in media coverage can occur, particularly during verbal interviews where no written confirmation exists. Ethical communication practice requires organizations to address inaccuracies promptly and constructively. By calmly providing the correct information to the reporter, the communication director demonstrates accountability and a commitment to accuracy without assigning blame or escalating conflict.

This approach preserves the working relationship with the media, which is essential for long-term credibility.

Demanding a correction or blaming the reporter (Option D) risks damaging that relationship and may reduce the likelihood of cooperation. Promising stakeholders that a correction will be published (Option B) creates unrealistic expectations, especially when the organization does not control editorial decisions. Doing nothing (Option A) would allow misinformation to persist, potentially misleading stakeholders and harming organizational reputation.

Strategic communication ethics emphasize honesty, transparency, and responsibility. Requesting a correction acknowledges the potential impact of the error on investor expectations, credibility, and trust, while respecting the autonomy of the media outlet. Even if a formal correction is not issued, the act of contacting the reporter ensures that future references to the information are accurate and that the organization has acted in good faith.

In strategic communication management, ethical leadership involves responding proportionately, professionally, and proactively to inaccuracies. Option C best balances ethical responsibility, reputational risk management, and constructive media relations, making it the most appropriate step for the communication director to take.

NEW QUESTION # 43

If a communication manager wants to convince senior leaders that using peer-driven social media is highly likely to increase sales, which of the following steps should be taken to convince them?

- A. Sign senior leaders up on social media platforms.
- **B. Create a business case that demonstrates results based on research.**
- C. Provide senior leaders with a list of websites with good examples of research.
- D. Show senior leaders a report written for a previous employer.

Answer: B

Explanation:

In strategic communication management, senior leaders are persuaded by evidence that links communication initiatives directly to business outcomes. Creating a business case grounded in credible research is the most effective way to demonstrate how peer-driven social media can increase sales. Option D is correct because it aligns communication recommendations with leadership priorities such as revenue growth, return on investment, and risk management.

A well-constructed business case translates research findings into organizational relevance. It connects peer influence, social proof, and engagement metrics to measurable outcomes such as conversion rates, customer acquisition, and purchase intent. Strategic communication management emphasizes that leadership decisions are rarely driven by anecdotes or exposure alone; they require structured analysis, assumptions, projections, and clearly articulated benefits.

The other options fail to meet this standard. Simply signing leaders up on social platforms builds familiarity but does not demonstrate value. Providing examples of research without synthesis places the burden of interpretation on leaders and weakens the communicator's advisory role. Sharing a report from a previous employer may lack contextual relevance and credibility within the current organization.

By contrast, a tailored business case integrates internal data, external research, competitive context, cost estimates, and success measures. It anticipates leadership concerns, such as budget impact and organizational readiness, while demonstrating how peer-driven social media aligns with strategic goals. This approach positions the communication manager as a strategic partner rather than a channel advocate.

Strategic communication management prioritizes outcome-based reasoning. When communicators present research-backed business cases, they move conversations from preference and trend adoption to informed decision-making—significantly increasing the likelihood of leadership support and successful implementation.

NEW QUESTION # 44

A company's communication manager has noticed an increasing volume of criticism on social media regarding the company's corporate social responsibility initiatives being self-serving and hypocritical. Which action should be taken by the communication manager when developing the MOST effective, long-term response to the criticism?

- **A. Invite and sustain proactive dialogue with stakeholders in order to involve them in corporate social responsibility efforts.**
- B. Issue a continuous stream of press releases underscoring the benefits of the corporate social responsibility initiatives.
- C. Aggressively push back against criticism.
- D. Demonstrate to stakeholders how their concerns are being addressed and employing multiple feedback methods.

Answer: A

Explanation:

From an ethics-centered strategic communication management perspective, the most effective long-term response to criticism of corporate social responsibility initiatives is to invite and sustain proactive dialogue with stakeholders and actively involve them in CSR efforts. Persistent accusations of hypocrisy signal a trust deficit, not merely a messaging problem. Ethical communication theory emphasizes that credibility is rebuilt through engagement, transparency, and shared meaning—not one-way persuasion.

Sustained dialogue reflects a two-way, symmetrical communication approach, which is foundational in ethical and reputation management. By engaging stakeholders in open conversations, organizations demonstrate respect for stakeholder voices and acknowledge that legitimacy is co-created rather than controlled. This approach allows the organization to listen, learn, and adapt its CSR initiatives based on stakeholder expectations, social norms, and evolving concerns. Involving stakeholders in CSR efforts also shifts perceptions from performative responsibility to genuine commitment.

The alternative options focus on defensive or one-directional tactics. Issuing frequent press releases may amplify skepticism by

reinforcing the perception of self-promotion. Aggressively pushing back against criticism risks escalating conflict and damaging trust further. While demonstrating responsiveness and using feedback mechanisms is important, these actions are more effective when embedded within an ongoing dialogue rather than treated as isolated tactics.

Ethical strategic communication recognizes that long-term reputation protection depends on behavioral alignment, not message volume. Dialogue enables organizations to surface uncomfortable truths, address systemic gaps, and collaboratively define what responsible behavior looks like in practice. This process strengthens moral legitimacy and reduces reputational vulnerability over time.

By sustaining proactive dialogue and stakeholder involvement, the communication manager positions CSR as a participatory, values-driven function. This approach not only addresses current criticism but also builds resilient trust, ethical accountability, and long-term reputational strength.

NEW QUESTION # 45

A company is making a major investment in a new technology platform to improve the way the company innovates, shares data, and manages the product lifecycle. The strategic communication manager is asked to develop an internal communication strategy to help drive awareness and adoption of the new platform. Which of the following are key activities the communication manager should engage in to formulate the strategy?

- A. Interview stakeholders to assess current understanding, goals, benefits, and resistance; conduct an audience analysis to determine change impacts; and assess the available and preferred communication channels.
- B. Enlist a representative committee to co-create a strategy, define a media plan of channels to leverage, draft potential names for the project and key message tracks, uncover the culture's propensity to change, and create a schedule for communication delivery.
- C. Gather existing collateral to learn as much as possible about the new system, create a media strategy, draft potential names for the project and key message tracks, assess the communication channels to use and create a schedule for communication delivery.
- D. Conduct employee surveys to gauge awareness and desire, create a change network of individuals to champion the change, assess the communication channels available and preferred for each audience, and meet with project leads to understand the project plan and timing.

Answer: A

Explanation:

In strategic communication management, the formulation of an internal communication strategy—especially for major technology change—must begin with rigorous diagnosis rather than premature execution. Option A reflects the most comprehensive and strategically sound approach because it prioritizes understanding before action. Interviewing key stakeholders allows the communication manager to uncover leadership intent, anticipated benefits, perceived risks, and sources of resistance. This insight is essential for aligning communication with organizational objectives and change outcomes.

Audience analysis is a foundational strategic activity, particularly in change communication. Different employee groups will experience varying levels of impact, disruption, and learning requirements. By identifying how the new platform affects roles, workflows, and performance expectations, the communication manager can tailor messages that are relevant, credible, and empathetic. This directly supports adoption by addressing "what it means for me," a core principle of effective internal communication.

Assessing available and preferred communication channels ensures that messages are delivered through mechanisms employees trust and use. Strategic communication management emphasizes channel appropriateness over channel abundance; understanding preferences increases message reach, comprehension, and engagement.

The other options focus heavily on tactical elements—such as naming, scheduling, media planning, or creating change networks—without first establishing a clear strategic foundation. While these activities may be valuable later in execution, they are premature without a thorough understanding of stakeholder needs, organizational context, and change impacts.

Option A aligns with best practices by following a strategy-first logic: research and diagnosis inform objectives, messaging, and tactics. This disciplined approach strengthens credibility, reduces resistance, and positions communication as a strategic driver of organizational change rather than a support function.

NEW QUESTION # 46

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