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2024 SAT Dates & Deadlines

SAT Test Date	Registration Deadline*
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May 4th	April 19th
June 1st	May 16th
August 24th**	-
October 5th**	-
November 2nd**	-
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GCCC Strategic Communication Management Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

Which of the following is the MOST important role in strategic communication during digital transformation?

- A. Change management communication
- B. Employee engagement surveys
- C. Selection of communication tools
- D. Technology training plans

Answer: A

Explanation:

In strategic communication management, the most important role of communication during digital transformation is change management communication. Option A is correct because digital transformation is fundamentally a people and behavior challenge, not a technology challenge. While new systems, platforms, and tools enable transformation, success depends on whether employees understand, accept, and adopt new ways of working.

Change management communication helps employees make sense of why the transformation is happening, what it means for them, and how it aligns with organizational goals. Strategic communication management emphasizes that uncertainty, resistance, and anxiety are natural responses to major technological change.

Clear, consistent, and empathetic communication reduces fear, builds trust, and encourages engagement throughout the transformation journey.

Selection of communication tools and technology training plans are important, but they are secondary to managing the human impact of change. Tools and training explain the "how," but change management communication addresses the "why" and "what's in it for me." Without this foundation, even well-designed digital systems risk low adoption, workarounds, or outright rejection by employees.

Employee engagement surveys provide valuable feedback, but they are diagnostic tools rather than drivers of transformation.

Surveys measure sentiment; they do not create alignment or motivate change on their own.

Strategic communication management places priority on proactive guidance, leadership messaging, and two-way dialogue throughout the transformation lifecycle.

Effective change management communication ensures that leaders model desired behaviors, messages are reinforced over time, and employees see digital transformation as an opportunity rather than a threat. By focusing on change management communication, organizations increase adoption, sustain momentum, and realize the full value of their digital investments-making it the most critical communication role during digital transformation.

NEW QUESTION # 99

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

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

Answer: C

Explanation:

In strategic communication management, the IABC Code of Ethics is designed to guide professionals in making decisions that are not only ethical but also legally sound. Therefore, the correct answer is legal choices in all our communications. Ethical communication is inseparable from legal responsibility, particularly because communication decisions often carry regulatory, contractual, reputational, and societal implications.

The IABC Code of Ethics emphasizes principles such as truth, accuracy, integrity, respect for stakeholders, and accountability. These principles help communication professionals navigate complex situations where ethical judgment and legal compliance must work together. For example, ensuring accuracy in messaging reduces the risk of misleading stakeholders, which could otherwise result in legal consequences such as regulatory sanctions, lawsuits, or loss of public trust.

Strategic communication management recognizes that ethical intent alone is insufficient if communication practices violate laws or regulations. The Code therefore supports professionals in aligning ethical behavior with applicable legal frameworks, reinforcing the idea that ethical communication must also be lawful communication. This alignment protects organizations, leaders, and stakeholders while strengthening long-term credibility.

The other options describe important communication considerations but fall outside the scope of the Code's primary purpose. Strategic content development, graphic accuracy, and procedural guidance are operational or tactical concerns. The IABC Code does not prescribe how to design visuals or write strategy; rather, it establishes a moral and legal compass for decision-making across all communication activities.

By guiding consistent, responsible, ethical, and legal choices, the IABC Code of Ethics reinforces professional standards and public trust. It empowers communication professionals to act with confidence, integrity, and accountability-hallmarks of ethical leadership within strategic communication management.

NEW QUESTION # 100

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

Answer: D

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 # 101

Which objectives are MOST important when developing a communication strategy?

- A. Strategic, memorable, attainable, and task-oriented
- B. Safe, measurable, actionable, relevant, and targeted
- **C. Specific, measurable, attainable, relevant, and time-sensitive**
- D. Substantial, marketable, actionable, and time-sensitive

Answer: C

Explanation:

In strategic communication management, clearly defined objectives are the foundation of an effective communication strategy. The most important objectives are those that are specific, measurable, attainable, relevant, and time-sensitive-commonly known as SMART objectives. These criteria ensure that communication efforts are purposeful, focused, and capable of being evaluated meaningfully.

Specific objectives clearly define what the communication strategy is intended to achieve, eliminating ambiguity for both communicators and stakeholders. Measurable objectives allow progress and impact to be tracked using data, enabling communication managers to assess effectiveness and make informed adjustments. Attainable objectives ensure that goals are realistic given available resources, timelines, and organizational constraints, which strengthens credibility and feasibility.

Relevance is critical because communication objectives must directly support organizational strategy and stakeholder needs.

Objectives that are not aligned with business priorities or audience expectations risk wasting resources and diluting strategic focus.

Time-sensitive objectives introduce urgency and accountability, providing clear milestones and deadlines that support disciplined execution and evaluation.

The other options include useful characteristics but lack the completeness and rigor required for strategic planning. Option B includes "safe," which is not a strategic criterion, and does not emphasize achievability or timing. Option C omits measurability and time sensitivity, both essential for evaluation. Option D focuses on tactical appeal rather than strategic alignment and clarity.

From a strategy development perspective, SMART objectives enable communication leaders to move beyond activity-based planning toward outcome-driven management. They provide a shared understanding between leadership and communicators, guide message development and channel selection, and support evidence-based reporting. In strategic communication management, objectives that meet these criteria ensure that communication is not only well executed, but also demonstrably valuable to organizational success.

NEW QUESTION # 102

A communication manager has been employed at a technology company following its recent acquisition by a global conglomerate. The acquisition involved significant retrenchments (25% of the 5,000-strong local staff), as well as the addition of new and young staff who are based in 12 countries, all using different technology systems and infrastructure. A new chief executive officer (CEO) has been appointed through an external executive placements agency, and she has hired the communication manager to establish a communication department and new communication strategy for the business. Which of the following poses the biggest immediate challenge to achieving effective communication within the business?

- A. Geographical spread resulting in reaching people in many different countries, all using different technology platforms
- B. Cultural and language differences which may exist across the 12 countries
- C. The generation gap, since most new employees are younger than senior management
- D. Attitudes and opinions of all employees towards the new CEO and management team following the acquisition and retrenchment

Answer: A

Explanation:

From a strategic communication management perspective, the biggest immediate challenge in this scenario is the organization's geographical spread combined with fragmented technology platforms. Option B is correct because effective communication cannot occur at scale unless there is reliable reach, access, and infrastructure alignment across the workforce.

Following a major acquisition, communication urgency is high. Employees need timely, consistent, and coordinated information to reduce uncertainty, align around leadership direction, and stabilize operations.

However, when employees are distributed across 12 countries and rely on different communication systems, tools, and digital maturity levels, even basic message delivery becomes complex. Without shared platforms or interoperable systems, messages may be delayed, distorted, duplicated, or missed entirely—undermining trust and effectiveness.

Strategic communication management emphasizes that reach precedes meaning. Before addressing attitudes, culture, or generational preferences, the communication function must first ensure that messages can physically and digitally reach all employees in a consistent manner. Infrastructure fragmentation directly constrains speed, consistency, and control—critical factors during post-acquisition integration.

The other options represent important but secondary challenges. Cultural and language differences, employee attitudes toward leadership, and generational dynamics all influence message interpretation and engagement, but these issues can only be addressed once a functioning communication delivery system is in place. Without common channels or coordinated technology, even the best-crafted messages and leadership intent cannot be executed effectively.

For a newly appointed communication manager tasked with building a communication function from scratch, resolving channel access, platform alignment, and global reach is the most urgent priority. Addressing the geographical and technological complexity first creates the foundation upon which trust-building, cultural adaptation, and leadership communication can successfully occur.

NEW QUESTION # 103

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