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Principles of Strategic Communication (Exam 1) questions with answers 100%

How many definitions does PR have? ANS -Many, some are really long

Our definition of PR ANS -Strategic communication and relationship building between an organization and its stakeholders/publics/individuals to advance its short and long term goals/interests

an organization is ANS -communicating, it's strategic communication-planned, goal oriented - for the organizations benefit

Competing views/tensions of PR ANS -PR promotes a positive image of an org and its services (orgs best interest)

PR helps an organization and its publics adapt mutually to each other

Strategic Communication is: ANS -planned communication with a defined audience to achieve specific end info, attitude/opinion, behavior

Does PR=Strategic Communication? ANS -All PR is strategic communication (probably) but not all strategic communication is PR

PR (objective, audience, and voice) ANS -Objective: communicate on behalf of org

Audience: many (different stakeholders/publics)

Voice: many (factual, opinion, helpful)

Journalism (objective, audience, voice) ANS -Obj: entertain, inform audience of the media outlet

Audience: one

Voice: depends on media outlet (usually neutral, could be personal or opinion)

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GCCC Strategic Communication Management Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53

Which course of action is BEST to take when a client asks that inaccurate revenue information be shared with a major publication during an interview?

- A. Refer the client to another firm.
- **B. Advise the client to only share accurate information.**
- C. Compromise with the client to share revenues 25% higher than reported.
- D. Agree to do what the client wants.

Answer: B

Explanation:

Ethical responsibility is a core pillar of strategic communication management, and professional communicators are expected to serve as trusted advisors-not simply message executors. When a client requests that inaccurate revenue information be shared publicly, the most appropriate and ethical response is to advise the client to share only accurate information. This approach aligns with professional standards of honesty, transparency, and accountability that underpin effective communication and long-term reputation management.

Providing false or misleading financial information to a major publication exposes both the client and the communication professional to serious reputational, legal, and credibility risks. Strategic communication emphasizes safeguarding organizational trust among stakeholders, including investors, media, regulators, and the public. Once inaccurate information is published, corrections rarely receive equal visibility, and trust- once lost-is extremely difficult to restore. Ethical communicators therefore have a duty to intervene early and counsel clients on the consequences of misinformation.

Advising accuracy also reflects the communicator's role in boundary-spanning leadership. Rather than refusing service outright or blindly complying, the professional should explain why accurate disclosure protects the organization's interests and explore alternative ways to frame performance positively without misrepresentation. This advisory stance strengthens the client relationship while maintaining professional integrity.

The other options represent ethical failures. Compromising on false figures or agreeing to the client's demand directly violates ethical standards and risks professional misconduct. Referring the client to another firm may be appropriate only if the client persists after being advised, but it should not be the first response. Strategic communication management prioritizes ethical counsel as the initial and best course of action.

By insisting on accuracy, the communication professional upholds ethical standards, protects organizational reputation, and reinforces the credibility essential to effective strategic communication.

NEW QUESTION # 54

Where should the communication manager be looking to apply best practices in data analytics as a support to their work?

- A. In aggregating and evaluating the reach and visibility of its communication output
- B. In placing an economic value on its communication output
- C. To demonstrate to leaders that the communication manager uses best practices
- **D. In aggregating and interpreting the behavior and communication channels for its relevant audiences**

Answer: D

Explanation:

In strategic communication management, data analytics is most valuable when it informs decision-making rather than merely proving activity. Applying best practices in data analytics means moving beyond surface-level metrics such as impressions, reach, or volume of content, and instead focusing on understanding audience behavior and channel effectiveness. This is why aggregating and interpreting the behavior and communication channels of relevant audiences is the most appropriate application.

Strategic communication is inherently audience-centered. Communication managers must understand who their stakeholders are, how they consume information, which channels they trust, and how they respond to messages. Data analytics enables communicators to identify patterns in engagement, preferences, timing, and message resonance. By analyzing these behavioral indicators, communication strategies can be refined to better align with organizational objectives and stakeholder expectations.

Simply measuring reach or visibility (Option A) reflects tactical reporting, not strategic insight. While such metrics are useful, they do

not explain whether communication influenced understanding, attitudes, or behavior. Assigning an economic value to communication output (Option C) can be helpful in certain evaluation models, but it is complex, often indirect, and not the primary role of analytics in everyday communication management. Using analytics merely to demonstrate professionalism to leadership (Option D) shifts the focus from impact to appearance, which undermines strategic credibility.

Best-practice analytics supports strategy development by enabling evidence-based planning, continuous improvement, and smarter resource allocation. When communication managers understand audience behavior and channel performance, they can advise leadership more effectively, design targeted messaging, and ensure communication efforts contribute meaningfully to organizational success. Data analytics, therefore, functions as a strategic intelligence tool—not just a reporting mechanism.

NEW QUESTION # 55

Which action is MOST important in a leader's role for effective communication with employees?

- A. Make information available so employees have the essential information to do their jobs effectively.
- B. Provide information and feedback on individual performance only during formal reviews.
- C. Provide organization information that is approved by executive leaders.
- D. Ensure all communication flows through the executive leadership.

Answer: A

Explanation:

In strategic communication management, the most important responsibility of leaders in communicating with employees is ensuring that people have the essential information they need to perform their jobs effectively.

Option B reflects a fundamental principle of effective leadership communication: communication exists to enable action, not merely to transmit approved messages or reinforce hierarchy.

Employees judge communication effectiveness by its usefulness. When leaders make timely, relevant, and practical information accessible, they empower employees to make decisions, solve problems, and align their work with organizational goals. This supports productivity, engagement, and accountability. Strategic communication theory emphasizes that clarity and accessibility of information directly influence employee performance and trust in leadership.

The other options reflect more limited or outdated views of leadership communication. Restricting communication to executive-approved messages can slow information flow and reduce responsiveness.

Limiting feedback to formal reviews ignores the importance of continuous dialogue and coaching. Requiring all communication to flow through executive leadership creates bottlenecks and discourages open, two-way communication.

From an advising and leading management perspective, leaders are not just message transmitters—they are sense-makers. They help employees understand priorities, expectations, and how their roles contribute to broader objectives. Making essential information readily available demonstrates respect for employees' roles and professionalism, reinforcing a culture of transparency and competence.

Strategic communication management also highlights that effective leaders decentralize communication appropriately. They ensure the right information reaches the right people at the right time, rather than controlling every message. This approach builds trust, reduces confusion, and increases organizational agility.

Ultimately, by prioritizing access to essential job-related information, leaders fulfill their most critical communication responsibility: enabling employees to succeed. This creates stronger alignment, higher engagement, and more effective organizational performance.

NEW QUESTION # 56

A newly hired communication manager has been asked to develop the diversity, equity, and inclusion (DEI) communication strategy. Which of the following is the MOST critical starting point?

- A. Choose the right messenger—it may be a senior leader, or possibly a middle or employee leader.
- B. Collect information about the organization's diversity practices and metrics and share with employees.
- C. Source stock photos that would imply strong organizational diversity.
- D. Define what the organization wants to achieve through their diversity, equity, and inclusion program.

Answer: D

Explanation:

In strategic communication management, the effectiveness of any communication strategy depends on a clearly defined purpose.

When developing a diversity, equity, and inclusion (DEI) communication strategy, the most critical starting point is to define what the organization wants to achieve through its DEI program.

DEI communication must be rooted in strategy and outcomes, not tactics or surface-level messaging.

Defining objectives clarifies whether the organization's focus is on improving representation, fostering inclusive behaviors, closing

equity gaps, strengthening belonging, or supporting long-term cultural and business goals. This clarity guides every subsequent decision—message framing, tone, channel selection, leadership involvement, and measurement. Without clearly articulated goals, DEI communication risks being inconsistent, symbolic, or disconnected from real organizational action, which can undermine credibility and trust.

Option A focuses on transparency and data sharing, which is important but should follow a clear understanding of why those metrics matter and what the organization intends to change. Option B is purely cosmetic and can lead to perceptions of "window dressing" if not supported by meaningful initiatives. Option C addresses messenger selection, a tactical decision that is only effective once goals and expectations are established.

From a management perspective, communication leaders are expected to ensure alignment between organizational values, actions, and messaging. DEI initiatives are particularly sensitive, and audiences quickly assess whether communication reflects genuine commitment or superficial compliance. Starting with defined objectives ensures authenticity, accountability, and coherence. Strategic communication management emphasizes that communication should support organizational intent and behavior change. By first defining what success looks like for the DEI program, the communication manager lays the foundation for credible, inclusive, and sustainable engagement that can withstand scrutiny and drive meaningful cultural progress.

NEW QUESTION # 57

A communication manager's organization has launched a year-long campaign to encourage employees to submit process improvement ideas. To build and sustain employee belief and confidence in the campaign, it is essential to:

- A. Recognize employees who submit the largest number of innovative ideas in company media.
- B. Implement a public innovation platform that enables the ongoing exchange of ideas and feedback.
- C. Continuously relay successes, ongoing activities promoting the involvement of employees at all levels, innovation-related training, and new information.
- D. Distribute regular senior management messages that emphasize the "mandate" for all employees to become engaged with innovation across the enterprise.

Answer: C

Explanation:

In strategic communication management, sustaining belief and confidence in a long-term innovation campaign requires consistent reinforcement, visibility of progress, and inclusive engagement—not isolated tactics or one-way directives. Continuously relaying successes, ongoing activities, training opportunities, and new information is the most effective approach because it reinforces momentum and demonstrates that innovation is an embedded organizational priority rather than a short-term initiative.

Innovation thrives when employees see tangible outcomes and ongoing commitment. Regularly sharing success stories validates employee contributions and builds confidence that ideas are valued and acted upon.

Highlighting participation at all organizational levels signals inclusivity and reduces perceptions that innovation is reserved for select teams or roles. Communication that showcases learning opportunities and new resources also strengthens employees' sense of capability, encouraging continued participation throughout the year.

Option A focuses narrowly on recognition volume, which may discourage quality contributions and alienate employees who participate less visibly. Option B, while useful tactically, emphasizes infrastructure rather than belief-building; platforms alone do not sustain engagement without reinforcing communication. Option C relies heavily on top-down messaging and mandates, which can undermine intrinsic motivation and create compliance-driven behavior rather than genuine innovation culture.

Strategic innovation communication is cyclical and reinforcing: it informs, motivates, demonstrates progress, and renews commitment. By continuously communicating achievements, activities, and learning opportunities, communication managers create a narrative of shared success and ongoing evolution. This approach builds psychological safety, trust, and confidence—essential conditions for sustained innovation participation. In strategic terms, it aligns communication outputs with cultural change objectives, ensuring innovation becomes part of everyday organizational behavior rather than a temporary campaign.

NEW QUESTION # 58

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