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GCCC Strategic Communication Management Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18
(Which of the following is a S.M.A.R.T. objective for a communication strategy?)

- A. Increase subscriptions by 15% among 25-45-year-olds within a year
- B. Achieve top of mind awareness of the brand by the end of 2020
- C. Increase awareness by 10% in the Southern region and by 20% in the Northern region
- D. Achieve 1,500,000 impressions among target population

Answer: A

Explanation:
A S.M.A.R.T. objective must be Specific, Measurable, Achievable, Relevant, and Time-bound. Option A fully satisfies all five criteria. It defines a precise outcome (increase subscriptions), quantifies the goal (15%), identifies a target audience (25-45-year-olds), and specifies a timeframe (within a year).
Strategic Communication Management places strong emphasis on outcome-driven objectives that directly support organizational

goals. Subscription growth is a business-relevant metric, making the objective actionable and defensible at the executive level. Option B lacks a timeframe, C lacks measurable criteria, and D focuses on output rather than outcome. SCMP doctrine explicitly distinguishes between activity metrics (such as impressions) and strategic outcomes (such as behavior change or business impact). Clear objectives enable evaluation, accountability, and informed decision-making. They also allow communicators to demonstrate value in terms leadership understands-growth, engagement, and performance. Option A exemplifies strategic rigor and measurement discipline.
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NEW QUESTION # 19

When developing a strategic communication plan to present to the chief executive officer, which of the following are the four MOST essential elements of an effective plan?

- A. A calendar with deadlines, an individual or group responsible for major tasks, priority events, and an individual who will monitor the plan
- B. Problem statement, chart of roles and responsibilities, list of tactics, and samples of previous plans
- C. A sample of the creative approach ("look and feel"), list of tactics, list of individuals or groups responsible for every task, and a detailed budget
- D. Links to corporate goals and objectives, measurable communication objectives, detailed budget, and evaluation methodology

Answer: D

Explanation:
In strategic communication management, senior executives evaluate communication plans primarily on how well they support organizational strategy and demonstrate accountability. Option C is the correct answer because it includes the four elements that matter most to a chief executive officer: alignment, outcomes, investment, and measurement.
First, links to corporate goals and objectives establish relevance. CEOs expect communication to advance business priorities, not exist as a parallel activity. Explicit alignment shows that communication is a strategic lever supporting growth, change, risk management, or reputation-not merely a set of messages or activities.
Second, measurable communication objectives translate those business goals into specific, audience-focused outcomes. These objectives clarify what success looks like and allow leadership to assess whether communication efforts are producing real impact. Strategic communication management stresses that objectives must be measurable to ensure accountability and informed decision-making.
Third, a detailed budget demonstrates financial discipline. Senior leaders need to understand the level of investment required, how resources will be allocated, and whether spending is proportionate to expected value. Budget transparency reinforces credibility and supports prioritization decisions.
Finally, an evaluation methodology shows how effectiveness will be assessed. CEOs expect evidence of results, not assumptions. Evaluation connects objectives to outcomes and enables learning, adjustment, and continuous improvement.
The other options focus heavily on execution details-such as calendars, tactics, roles, or creative elements- which are important for implementation but are secondary at the executive level. Strategic communication management emphasizes that executives fund and sponsor strategies, not task lists.
By presenting alignment, objectives, budget, and evaluation, communication leaders speak the language of leadership and position communication as a strategic management function rather than a tactical support service.

NEW QUESTION # 20

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

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

Answer: D

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 # 21

Which is the FIRST step to take when a CEO wants an expert to develop a training program for managers in effective communication?

- A. Clarify the program goals and develop a communication strategy.
- B. Research current information and resources available for managers.
- C. Film the CEO delivering an all-staff message about the new management training.
- D. Draft a training outline/course plan for effective communication.

Answer: A

Explanation:
In strategic communication management, effective leadership advising always begins with clarity of purpose.

When a CEO requests the development of a training program for managers, the first and most critical step is to clarify the program's goals and align them with organizational strategy. Without this foundational understanding, subsequent actions risk being misaligned, inefficient, or ineffective.

Clarifying goals establishes what the organization expects the training to achieve-such as improving leadership communication, supporting change initiatives, strengthening employee engagement, or reducing performance gaps. It also identifies target audiences, desired behavioral outcomes, success measures, and how the training supports broader business objectives. Developing a communication strategy at this stage ensures that the training program is positioned correctly, supported by leadership, and integrated into the organization's culture and priorities.

Options B and D, while important, are premature without strategic clarity. Drafting a course outline or researching resources assumes that the expert already understands what problem the training is meant to solve. Similarly, Option C focuses on promotion rather than substance and skips the essential planning phase required for credibility and effectiveness.

From an advising and leading management perspective, communication professionals are expected to guide leaders toward evidence-based, purpose-driven decisions. By starting with goal clarification and strategy development, the expert demonstrates leadership, manages expectations, and creates a framework for meaningful evaluation. This step also enables informed decisions about content, delivery methods, timing, and measurement.

Strategic communication is not about producing outputs quickly; it is about ensuring that every activity serves a defined organizational need. Establishing clear goals first ensures the training program is relevant, impactful, and capable of delivering lasting value to both managers and the organization as a whole.

NEW QUESTION # 22

Which of the following is the MOST important element to address when advising leaders on the implementation of internal social media?

- A. How it creates interest in employee activities
- B. How it impacts online presence
- C. How it provides a place to share information
- D. How it supports business objectives

Answer: D

Explanation:
In strategic communication management, the most important element to address when advising leaders on internal social media implementation is how it supports business objectives. Option A is correct because senior leaders evaluate initiatives based on their contribution to organizational performance, not on features or engagement potential alone.

Internal social media platforms are tools-not ends in themselves. Their value lies in how they enable outcomes such as improved collaboration, faster decision-making, knowledge sharing, innovation, change adoption, and employee engagement. Strategic communication management emphasizes that leaders are more likely to support and sustain internal social media when it is clearly positioned as a solution to specific business challenges, such as silos between teams, slow information flow, or disengaged frontline employees.

Focusing on business objectives also provides a framework for prioritization and measurement. When leaders understand which goals internal social media supports-such as productivity, safety, customer experience, or transformation-they can assess return on investment and set realistic expectations. This alignment helps prevent internal social media from being dismissed as a "nice-to-have" or social distraction.

The other options describe secondary benefits. Providing a place to share information is a basic function, not a strategic justification. Generating interest in employee activities may improve morale, but without a clear link to business outcomes, it lacks leadership relevance. Impact on online presence is largely external and not the primary concern of internal platforms.

Strategic communication management positions communication leaders as business advisors. By framing internal social media in terms of how it advances business objectives, communication managers demonstrate strategic value, secure leadership buy-in, and ensure that implementation decisions are purposeful, focused, and aligned with organizational priorities.

NEW QUESTION # 23

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