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GCCC SCMP Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Implementation and Execution	15-20%	- Integration of communication channels - Project management for communication - Resource allocation and budgeting - Crisis communication planning - Change management communication - Continuous improvement processes - Analytics and reporting
Topic 2: Evaluation and Measurement	15-20%	- Key performance indicators (KPIs) - Measurement frameworks and models - ROI and business impact assessment
Topic 3: Strategic Planning and Analysis	20-25%	- Situation analysis methodologies - Research and measurement frameworks - Environmental scanning - Stakeholder identification and mapping - Setting strategic communication objectives

Topic 4: Strategic Communication Foundations 15-20%	- Ethical principles in strategic communication - Communication theory and models - Role of communication in organizational strategy - Professional standards and competencies
Topic 5: Message Development and Design 20-25%	- Message strategy and architecture - Audience segmentation and targeting - Channel selection and optimization - Content strategy - Creative development processes

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New SCMP Test Book & Exam SCMP Lab Questions

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GCCC Strategic Communication Management Professional Sample Questions (Q45-Q50):

NEW QUESTION # 45

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. 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 the communication director would take?

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

Answer: B

Explanation:

From an ethics and strategic communication management perspective, the most appropriate and professional action is to contact the reporter with the correct information and request a correction, if possible. Option C reflects ethical responsibility, respect for journalistic processes, and a measured approach to protecting stakeholder trust.

Accuracy is a foundational ethical obligation in strategic communication, particularly when financial projections are involved. Misstated revenue growth can create unrealistic expectations among investors, employees, and other stakeholders, exposing the organization to reputational and credibility risks. The communication director has a duty to correct the factual record promptly, but also appropriately.

Contacting the reporter directly demonstrates professionalism and accountability. It acknowledges that errors can occur in verbal interviews while maintaining a cooperative relationship with the media. Importantly, requesting a correction—rather than demanding one—respects editorial independence and increases the likelihood of a favorable outcome. Ethical communication management emphasizes collaboration over confrontation when resolving inaccuracies.

The other options introduce unnecessary risk. Doing nothing allows misinformation to persist and potentially compound reputational damage. Contacting stakeholders before a correction is issued may amplify the error and undermine confidence if the correction does not materialize. Demanding a correction assumes fault and adopts an adversarial stance that can damage media relationships and reduce credibility.

Strategic communication ethics prioritize transparency, restraint, and proportional response. By first engaging the reporter with verified information, the communication director demonstrates integrity and diligence while safeguarding the organization's reputation. This approach also reassures leadership that corrective action is being taken in a responsible manner aligned with professional

standards of ethical communication.

NEW QUESTION # 46

An independent consultant has completed a confidential report on a community bank's lending practices confirming that criticisms made publicly against the bank are justified. As the communication manager is exiting the building, a reporter who claims to have seen the report demands to talk with someone in authority.

Which of the following is the communication manager's BEST immediate response?

- A. "I cannot comment on this. Our company policy is for you to make an appointment to talk with the responsible executive."
- B. "The report has not been released so you must have seen a leaked copy. You will be the first person I will call the moment it goes out."
- C. "I am not able to help you at this time. Give me your number and I will contact you."
- D. "Please come in while I find someone who can speak with you."

Answer: C

Explanation:

In strategic communication management, the best immediate response in a sensitive and potentially damaging situation is to pause engagement while preserving control, credibility, and flexibility. Option D is the correct choice because it allows the communication manager to avoid speculation, protect confidentiality, and initiate a coordinated response aligned with leadership and legal counsel. At this moment, the report is confidential and not yet formally released. Any on-the-spot comment—even procedural—could unintentionally confirm the report's existence, contents, or legitimacy. Strategic reputation management emphasizes that premature statements often create greater reputational risk than silence, especially when allegations have legal, ethical, and regulatory implications.

By calmly stating an inability to help at the moment and requesting the reporter's contact information, the communication manager signals professionalism without escalating the situation. This response avoids confrontation, does not accuse the reporter of wrongdoing, and does not invite them inside the organization.

Importantly, it buys time—an essential asset in crisis and issue management.

The other options introduce unnecessary risk. Inviting the reporter inside escalates pressure and reduces internal control. Suggesting a leak confirms sensitive information and creates legal exposure. Citing rigid policy language can sound evasive and adversarial, potentially worsening media relations.

Strategic communication management prioritizes disciplined sequencing: assess facts, align internally, determine messaging, and then engage externally. The first response should never exceed what is known, approved, and coordinated. Option D preserves trust while allowing the organization to prepare an accurate, ethical, and unified response.

By deferring engagement respectfully and committing to follow up, the communication manager protects the organization's reputation, upholds ethical standards, and demonstrates sound professional judgment under pressure.

NEW QUESTION # 47

You are the communications director of a large pet supplies store chain. One of your suppliers sends you a formal notification that one of their dog food products is being investigated by regulators for potential harmful ingredients that might severely harm pets' health. They have not decided yet for a total recall, but they are issuing this early warning to distributors only. You understand this product is your best-selling one. Your advice to the CEO in terms of the most effective crisis communication response would be to:

- A. Contact the supplier and get an update, monitor the situation closely, review customer complaints and be ready to act as needed.
- B. Immediately withdraw the products from the shelves, in order to minimize any risk and then wait for the results of the study.
- C. Contact the supplier, ask for a total recall of the product, ask them to take responsibility and issue a public statement about it, without involving your own store brand.
- D. Recall the products as a distributor, issue a warning to all customers and communicate the recall through your social media.

Answer: A

Explanation:

Effective crisis communication at the strategic level is grounded in proportionality, evidence-based decision-making, and readiness. At this stage, the issue is a potential risk under investigation, not a confirmed crisis.

The SCMP framework emphasizes avoiding premature actions that could unnecessarily damage trust, revenue, or credibility while still prioritizing stakeholder safety.

Option D reflects disciplined reputation management. By engaging directly with the supplier, monitoring regulatory developments, reviewing customer feedback, and preparing response scenarios, the organization remains informed and agile. This approach allows

leadership to act decisively if the situation escalates, without triggering unnecessary panic or reputational harm. Immediate withdrawal or recall (A and B) may be appropriate if risk is confirmed, but acting without verified evidence could undermine credibility, strain supplier relationships, and create confusion among customers. Similarly, distancing the brand entirely (C) ignores the distributor's shared responsibility in the eyes of stakeholders and may be perceived as evasive.

Strategic communicators advise leaders to balance risk mitigation with reputational stewardship. Monitoring and preparedness demonstrate responsibility, transparency, and leadership judgment—key attributes evaluated at the SCMP level. This approach also ensures that when action is taken, it is supported by facts, legal guidance, and coordinated messaging.

In crisis management, timing and accuracy matter as much as speed. Option D best reflects strategic restraint combined with readiness, aligning with best practices in reputation and issue management.

NEW QUESTION # 48

A communication department is overwhelmed with work and company leadership has delegated two additional high-priority projects that will require significant staff time. As part of a request for an increase to the budget to complete the projects, the communication manager should:

- A. Indicate the volume of deliverables the department has produced during the last year to demonstrate how overworked the department is.
- B. Ask for an increase that will bring resources to at least the average for other companies in a benchmarking study.
- C. Suggest that current work be given to another department so communication staff could work on the new projects.
- **D. Demonstrate to leadership how current communication projects are prioritized according to resources and skill sets that are available.**

Answer: D

Explanation:

In strategic communication management, the most effective way to justify a request for additional budget or resources is to clearly demonstrate how work is currently prioritized against available capacity and skills.

Option C is correct because it frames the request in terms leaders understand: trade-offs, constraints, and impact on business outcomes.

Senior leaders make resourcing decisions based on clarity and logic, not workload complaints. By showing how existing projects are aligned to strategic priorities, what resources and competencies are currently deployed, and where gaps now exist due to added high-priority work, the communication manager positions the discussion as a management issue rather than a staffing grievance. This approach reinforces the communicator's role as a strategic advisor.

Demonstrating prioritization also makes consequences visible. Leaders can see which initiatives may be delayed, deprioritized, or compromised if additional resources are not provided. Strategic communication management emphasizes that effective influence with leadership comes from articulating options and implications, not simply requesting more budget.

The other options are less effective. Asking for resources based on benchmarking averages does not address the organization's specific needs or priorities. Listing deliverables produced focuses on activity rather than value. Suggesting work be shifted to another department ignores accountability, quality, and strategic alignment concerns.

Option C aligns with best practice because it shows discipline, transparency, and stewardship of existing resources. It communicates that the department is already operating strategically and efficiently, and that additional investment is required to maintain effectiveness under expanded scope.

By grounding the budget request in prioritization logic and capacity realities, the communication manager increases credibility, strengthens trust with leadership, and significantly improves the likelihood of securing the resources needed to deliver high-priority organizational outcomes.

NEW QUESTION # 49

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. 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.

- C. 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.
- D. 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.

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 # 50

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