

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES**

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**MASTERS OF ARTS IN STRATEGIC COMMUNICATION**

**MAIN PAPER**

**MSC 122: PROJECT PLANNING, MEASUREMENT AND EVALUATION  
IN STRATEGIC COMMUNICATION**

**INTAKE 1: FIRST YEAR SECOND SEMESTER**

**TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer any **two** questions.
2. All questions carry equal marks.

**Question 1**

Discuss the five phases of the project life cycle.

**Question 2**

Analyse the metrics a strategic communicator may use to effectively measure and evaluate a communication strategy.

**Question 3**

Examine the assertion that, 'Strategic communications planning is the process of driving alignment between the communications function and the organisation's core objectives'.

**Question 4**

Explore the importance of indicators in project planning management.

**Question 5**

Asses how a strategic communicator may measure the effectiveness of a newsletter.

**END**