

MAKERERE UNIVERSITY BUSINESS SCHOOL

COURSEWORK ONE: WRITING ASSIGNMENT

FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (STRATEGY AND COMMUNICATION OPTION)

OF MAKERERE UNIVERSITY

ACADEMIC YEAR 2025/2026, YEAR TWO, SEMESTER ONE

Course: Writing for Strategic Communication (WSC)

Course Code: MBA 8173

Assignment:

Write a letter to the editor or an opinion piece on a current national issue. Possible topics include competence-based teaching, writing competencies, writing tips, illegal electricity connections, climate change, environmental conservation, restoring biodiversity, sustainability, and politics. Your work should address the concerns of a specific audience such as policymakers, professionals, academics, or community leaders, and should demonstrate the fundamental principles of writing for strategic communication.

Instructions:

1. Ensure parsimony: Use clear, concise, and simple language to strengthen your opinion and increase its likelihood of publication in newspapers such as *New Vision*, *Daily Monitor*, *The East African*, or the *MUBS Newsletter*.
2. Student details: Include your full name, program, specialization, and course.
3. Submission: Submit the published opinion in both soft and hard copies by 31 October 2025 at 2:00 p.m.