

Makerere University Business School
MBA II Strategy and Communication Option
Semester One AY 2026/2027

Course Name: Writing for Strategic Communication

Topic 5: Writing for Print Media

Group Assignment: Research and design print media documents

Instructions:

Due date for presentation: 14th and 15th October 2026

Time allocated for presentation: 20 minutes

Question:

In your groups, research the assigned print media document by reviewing relevant literature and consulting practitioners on the rationale, types (if applicable), structure, style and common mistakes made when drafting the document. Based on the acquired knowledge:

- a) Provide a write-up of your findings **(15 marks)**.
- b) Design the assigned document for your organisation, advancing a purpose related to a relevant national agenda. It should be included in the write-up **(10 marks)**.
- c) Present the findings and the designed document during lecture time **(5 marks)**.

Groups	Assigned Documents
Group 1	Flyers
Group 2	Brochures
Group 3	Banners
Group 4	Press Release
Group 5	Newsletters
Group 6	Letters to the Editor
Group 7	Media Kits

End