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| **PART A: TO BE COMPLETED BY THE APPLICANT** |
| Name of Applicant  | ENTER NAME |  |
|  |
| Program Title | ENTER PROGRAM TITLE  |  |
| **REFEREE DETAILS** |
| Referee’s Name | ENTER NAME  |  |
|  |
| Referee’s Position |  ENTER THE REFEREE’S POSITION |  |
|  |
| Salutation | ENTER REFEREE’S TITLE | Date |       |  |
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**MASTER OF ARTS IN STRATEGIC COMMUNICATIONS**

**RECOMMENDATION FORM (PROFESSIONAL REFEREE)**

Please complete in black ink or type

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| **PART B: TO BE COMPLETED BY THE REFEREE** |
| The person named above is applying for admission as a candidate for the degree of Master of Arts in Strategic Communications at the Graduate School of Media and Communications, Aga Khan University. You have been selected by the applicant as someone who can be helpful in evaluating the applicant’s qualifications and readiness to enter graduate school. The information provided will assist the GSMC admissions committee in deciding on the applicant’s eligibility for graduate studies. |

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| 1. How long have you known the applicant and in what capacity?
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| 1. What do you consider to be the applicant’s major strength(s) in his/her area of expertise?
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|  |       |  |
| 1. Based on your experience and interactions working with the applicant, please describe the nature and quality of the candidate’s work, outputs, attitudes and behavior.
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**Please give your impression of the applicant’s rating in the following areas:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Excellent** | **Good** | **Average** | **Fair** | **Poor** | **Unable to****Judge** |
| **Competence in his/her practice** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |
| **Work Ethic** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |
| **Interpersonal skills and teamwork** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |
| **Ability to analyze a problem and formulate a solution** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |
| **Communication skills** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |
| **Leadership qualities** | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  | **[ ]**  |

**Summary Evaluation**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | [ ]  | No | [ ]  |

I ***recommend***this applicant for admission to the Master of Arts in Strategic Communications.  |

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| **PART C REFERENCE** |
| Please give your written reference here or attach a statement on official headed paper. Please sign the bottom of this page in all cases.(Referees are asked to note that the applicant may be allowed access to this reference subject to the provisions of the appropriate Data Protection law in Kenya.)

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| Name, Position |       |  |
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| Telephone |       |  |
|  |
| Email Address |       |  | Official Stamp |  |
| **Signature** |  |  |  |  |
| **Date** |       |  |  |  |
|  |