

School of Communication, Languages and Performing Arts

Department of Communication

Public Relations Management & Research

COM 473 A & T

Final Project

January semester, 2018

**Instructions:**

See detailed instructions overleaf

**473 A & T Final Project**

**Campaign Proposal**

Your final project this semester is a CSR project. In groups of (strictly) **four**, develop a Communication strategy for a CSR project. dentify a Small & Medium Enterprise (SME) that would like to promote its brand. In view of that develop a 10 to 12 pages CSR strategy proposal that would contribute in helping them achieve that objective while being socially responsible. You are expected to consider the following as part of your deliverables for the project:

1. Daystar cover-page with the names of all group members **who participated**. Participation of each group member will be determined and evaluated at the group level. For example, a member may have contributed 50%, or 20% or 10%. All group members are expected to give 100% contribution to this project. The last page of this project allows each group to indicate this.
2. The name, mission and vision of the SME
3. A one-page executive summary of your proposal. **(3 marks)**
4. A three-page comprehensive background on the subject (situation analysis), where you introduce the problem (situation) and the need for CSR. For example, one of the problems you may encounter is SMEs financial constraints, so using secondary research justify the role of CSR in light of the company’s interest in brand promotion. **(10 marks)**
5. Three SMART objectives **(7 marks)**
6. Describe the CSR activity you will get involved in and explain in details why you have chosen that activity (7 marks)
7. Describe whom your critical stakeholders will be and your participatory approach. **(5 mark)**
8. Clearly state the messages that will help to promote the brand while at the same time capturing the interests of your CSR beneficiaries **(10 marks)**
9. What Communication platforms/channels will you use to communicate your messages especially in light of your need for brand promotion. **(7 marks)**
10. Develop a detailed plan of action clearly stating all the activities, dates and persons responsible. **(7 marks)**
11. An evaluation plan detailing how you plan to monitor your CSR and carry the out final evaluation. (5 marks)
12. A realistic budget **(7 marks)**

1. Your proposal should be written as a narrative. Use the APA format and ensure that you cite all sources used and reference them at the end of your paper. **(3 marks)**
2. Creativity counts. **(3 marks)**

Total marks: **70**

This project accounts for 30% of your final grade. Any plagiarism will result in an F grade.

Below, please indicate the percentage contribution of each of the group members. This section should be handed in along with the project.

**COM 473A & T FINAL PROJECT**

**JANUARY, 2017**

**GROUP PERCENTAGE INPUT**

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| --- | --- | --- | --- | --- |
| **NAME** | **NUMBER** | **FIRM NAME** | **TASK ASSIGNED** | **PERCENTAGE CONTRIBUTION** |
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