



School of Communication Department of Communication

May Semester 2019

COM 427 A: Public Relations Writing

EXAM PROJECT

Instructions:

1. This paper is a **PRACTICAL EXAMINATION** and accounts for 50% of your grade.
2. Read the guidelines below to guide your writing of the projects which will contribute toward your final semester marks. The project shall be submitted on the day of the exam and will be communicated upon circulation from the Exam Office.
3. Any form of cheating will lead to earning a failing grade.
4. The Final work should be typed and presented the in the correct format as learned in class
5. Answer all questions

You have been hired as a public relations consultant for organisation X, to help manage their PR activities. The organisation has never had a PR department before, and their need your services in establishing the communication challenges and best strategies in passing the messages and remaining relevant in the market.

- a. As the PR consultant, develop a communication plan for the organisation by:
 - i. Establishing the company logo, name and contact **(2 marks)**
 - ii. Provide background information, including: History of the organisation, organogram, vision and mission, core values, product/services **(7 marks)**
 - iii. Organisation communication needs, including: target audience, their needs and best communication tool for each audience **(4 marks)**
 - iv. Establish the communication gap/problem using the SWOT analysis **(4 marks)**

Based on the SWOT analysis:

- i. Develop communication objectives **(2 marks)**
- ii. Identify the target audiences, and their demographics **(4 marks)**
- iii. Identify the best communication channels for each audience **(2 marks)**
- iv. Key messages for each of the audience **(2 marks)**
- v. Develop communication strategies to each of the objective and audience **(8 marks)**

Monitoring and Evaluation:

- i. Identify the methods for measuring the success of the strategy/campaign **(3 marks)**
- ii. Develop performance indicators for each objective **(2 marks)**

As the PR consultant of organisation X, one of your strategies is to restructure and re-branded the organisation. Consequently, the organisation has agreed to hold a dinner event for the launch of the new brand.

- b. As the PR writer, develop a media kit that should have the following PR tools:
- i. Press release (**7 marks**)
 - ii. Brochure (**10 marks**)
 - iii. News Feature (**15 Marks**)
 - iv. Factsheet/Programme (**4 marks**)
 - v. Media Advisory (**6 marks**)
 - vi. Photos and Graphics of the new brand (**5 marks**)
 - vii. Biographical materials of the event speakers/Senior Executive (**8 marks**)
 - viii. Prepare the CEO's speech (**5 marks**)

END